

INSIDE DOPE

Learn to live and laugh—
Thus delay your epitaph

By GEORGE F. TAUBENECK

More Baseball Stories:
Ty Cobb Is the Hero
New York Again
Dean Was Dizzy
Likewise, 'Goofy' Gomez
Casey Stengel Belongs, Too
Enter Bobo Newsome
Another Spectacular Screwball
'Diz' Disobeyed

More Baseball Stories: Ty Cobb Is the Hero

Ty engineered a play which won a dozen or more crucial contests. With a fast man on first, Cobb singled to the outfield, and tried to stretch his carefully placed ball into a double.

Here's how that "play" worked out:

Forgetting the speedster who'd been on first, the fielder would try to stab Cobb at second. Sometimes Ty was safe; often he was out. But the runner ahead of him, overlooked and neglected, regularly scored a tally.

In a slump, Cobb wormed around to get hit by a pitched ball. It smacked him on the head.

"You sure put the wood on that ball, Ty," cupvoiced a box-seater fan.

New York Again

Wonderful show for the fans is the annual Yankees Old-Timers Day. Retired "greats" from the Bronx Bombers vie with a pickup team of other superannuated major leaguers in a three-inning exhibition.

Most of the paying fans never saw (but surely have heard about) the Arteriosclerotic Heroes who appear in this wingding.

The inaugural (1947) contest featured ancient Ty Cobb—the greatest. Ty was on the "other side" (against the Yankees). Feigning aches and pains, Cobb begged old-time Yankee backstop, Wallie Schang:

"This bat might slip out of my hands, Wallie. Ain't held a warclub for so long that I'm afraid I might murder you. Better back up plenty . . . away back."

Schang did—in self-defense.

Whereupon the still-crafty Cobb laid down a bunt.

Dean Was Dizzy

Radiocasting his homilies in St. Louis, Ol' Diz described a game in which five Brownie pitchers issued 16 bases on balls to the Philadelphia Athletics.

"If I had pitched nine straight balls when I wuz alive, I'd have written Ma and Pa and told them to put in another acre of cotton," the elder Dean commented. "Ida knew I wuz coming back home."

Ol' Diz enjoyed refreshing conviviality, with the abundance of friends he had everywhere, almost as much as he loved strikeouts.

Now and then he returned to the hotel long after the witching curfew hour. Like many another star (Babe Ruth is an outstanding example) he performed brilliantly after enjoying a night of fun. BUT—

Manager Frisch caught him around 4 a.m. in a hotel lobby with three lesser lights. The latter he fined \$50 apiece. Dean was slapped with a \$200 surcharge. Diz protested violently, and threatened to quit.

Refraining from mentioned that it was their first offense, and (Concluded on Page 10, Col. 1)



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Harry Price Offers His Version of What To Do About Discount Houses

SAN FRANCISCO—Put your effort behind suppliers who police their lines; avoid the others."

That's one of the ways dealers can keep a "clean" market from becoming a "discount" market, according to Harry B. Price, Jr., president of Price's, Inc., Norfolk, Va., and a vice president of the National Appliance & Radio-TV Dealers Association.

Discussing the subject at the recent NARDA San Francisco Bay district dealer-profit clinic, Price advised retailers to determine their own limitations and then try to solve the problems.

Going into more detail during an informal session after the meeting, Price suggested that dealers support suppliers who police (Concluded on Page 37, Col. 4)

Connell and Rice Named to Norge Posts

CHICAGO—R. C. Connell has been elected vice president of sales and Virgil C. Rice vice president of manufacturing of Norge Div., Borg-Warner Corp., Judson S. Sayre, president, announced recently.

Connell has been director of sales since November, 1953. He joined Norge in September, 1948, as gas range sales manager and was general sales manager from 1950 to 1953.

"As director of sales, Connell has been a key figure in the recent Norge growth," Sayre declared. "He has sparked the sales program which is doubling our 1953 volume and expanding our distribution." (Concluded on Back Page, Col. 5)

Frigidaire Introduces New Home Laundry Line

DAYTON—Frigidaire Div. of General Motors Corp. is introducing to its retail sales organization new automatic home laundry equipment including an electric dryer with a suggested retail price of \$179.95, according to H. F. Lehman, general sales manager.

New "Deluxe" and "Imperial" automatic washers and dryers are being shown to Frigidaire dealers for the first time during a series of preview meetings conducted by 42 distributing organizations in key cities.

Lehman stressed the fact that (Concluded on Back Page, Col. 1)

Greensboro Bans Wasting Of Water by Conditioners

GREENSBORO, N. C.—Because of the current water shortage, the City Council here has adopted an ordinance forbidding the use of water in operating air conditioning units having a horsepower rating of two or more and not equipped with water savers.

City Clerk Hazel N. Burch said violation of the ordinance constitutes a misdemeanor. Outside-city users who violate these restrictions will be subject to immediate cutoff of water.

NCRSA Reports on Commercial Dealer Operating Costs

PHILADELPHIA—Overhead expense figures during 1953 for 26 of its members have been compiled and averaged by the National Commercial Refrigerator Sales Association.

This is an annual report which has been compiled by NCRSA since 1949.

A detailed breakdown is given for each of the distributors, and the general average for the calendar or fiscal year of 1953 is compared with the general averages for the preceding four years: 1949 through 1952.

Figures are presented in terms of percentage of total net sales, including sales of new and used equipment, parts, and supplies as well as time and materials billed (Concluded on Page 4, Col. 4)

Program Detailed for REWA Conclave Oct. 21-22

COLUMBUS, Ohio—A general outline of the Refrigeration Equipment Wholesalers Association's 19th annual meeting at the Jefferson hotel in St. Louis Oct. 21-22, was announced recently by Starr Hull, executive secretary.

A closed session for wholesalers only will start off the proceedings at 9 a.m. Thursday, Oct. 21. The entire morning will be devoted to association business and a workshop evaluation of the 1954 association program, Hull said.

Thursday's luncheon will be for wholesalers and their wives. The (Concluded on Back Page, Col. 5)

Tyler Completes Its 10-Year Expansion Program, Introduces New Reach-In Line

Committee Sets Up Power Factors for Room Conditioners

WASHINGTON, D. C.—Inter-industry accord on recommended minimum power factors for room air conditioners has been reached with the release of a report by the ARI-EEI-NEMA Joint Committee on Air Conditioning and Refrigerating Equipment.

The report establishes recommended minimum power factor values based on unit size, calling for a minimum of 75% for $\frac{1}{3}$ -hp. room air conditioners, 80% for $\frac{1}{2}$ -hp. units, and 85% for $\frac{3}{4}$ -hp. and larger units.

Power factors are to be measured at Underwriters' Laboratories maximum normal load test conditions—104° F. d.b. and 80° F. w.b. on both sides of the unit and 120, 208, or 240 volts (depending on the unit voltage rating) at the unit service connection.

The Joint Committee is composed of representatives from the Air-Conditioning & Refrigeration Institute, Edison Electric Institute, and the National Electrical Manufacturers Association. The report (Concluded on Page 2, Col. 4)

Tywel Offers 'Built-In' Room Air Conditioner

BROOKLYN—Alex M. Lewyt, industrialist best known for his operations in the vacuum cleaner field, announced this week that his recently formed Tywel Corp. in Brooklyn will start production in October of a new type of built-in room air conditioning unit.

The new unit, which fits snugly (Concluded on Page 2, Col. 1)

all production operations had been centered at Niles, Mich., where the main plant and headquarter offices of the company continue to be located.

This was followed by the acquisition of a plant in Waxahachie, Texas, in 1945, putting in effect one of the company's first postwar plans, that of acquiring a plant in the Southwest. It was thought that this was an area which would have tremendous growth possibilities, and in which there was need of manufacturing industries.

Then in 1951 Tyler purchased the operating business and leased all the properties of Wilson Refrigeration, Inc., in Smyrna, Del., which had been producing a variety of refrigeration equipment, and this has become the Wilson Div. of Tyler.

In the last several years there has been a considerable expansion of plant properties and manufacturing facilities in the Cobleskill, Smyrna, and Waxahachie plants. Then early in 1954 President Robert L. Tyler announced a new "master plan" for manufacturing operations designed to provide fast service at low freight costs.

The enlarged Cobleskill plant this year began the manufacture of a complete line of Tyler reach-in refrigerators, which will now in (Concluded on Page 13, Col. 5)

Locker Group To Accept Firms In Food Plan Field

'Legitimate' Operators Can Be Members; Locker People Differ on Food Plan Role

By George M. Hanning

ST. LOUIS—Without audible dissent, the National Frozen Food Locker Institute opened its arms and embraced the "legitimate" frozen food plan operator at its very successful "no speeches" convention here last week.

Upon recommendation of its board of directors, the institute voted to broaden its "locker operator" membership to include also the "frozen food center" and the "freezer food supplier."

The frozen food plan operator, who may or may not be a locker operator, falls into the last named category. The frozen food center is the locker plant that places more emphasis on merchandising than on its service facilities.

This action, according to Robert Madeira, executive secretary of the institute, is in recognition of the broadening scope of members' activities.

In further recognition of this, he said, the institute will offer services to each category tailored to their particular interests and needs. Dues will also be charged according to the class of service received, with locker operators paying \$10 a year, frozen food (Concluded on Page 37, Col. 1)

Arkansas Turns Down Plea on Utility Selling

LITTLE ROCK, Ark.—The Arkansas Public Service Commission (PSC), dismissing a petition filed May 3 by the Refrigeration & Air Conditioning Div. of Associated Mechanical Contractors of Arkansas, held recently that it had no authority to order Arkansas-Louisiana Gas Co. to stop selling appliances.

The petition charged Arkansas-Louisiana with unfair competition in its handling of air conditioning and refrigeration appliances and installations. It asked the PSC to order the company to "cease and desist" from its non-public utility operations.

The PSC upheld a motion to dismiss which was filed by the company. The motion contended the PSC had no jurisdiction or authority to make such a "cease and desist" order.

The company has been merchandising appliances in Arkansas since 1929.

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Tywel Room Unit--

(Concluded from Page 1)

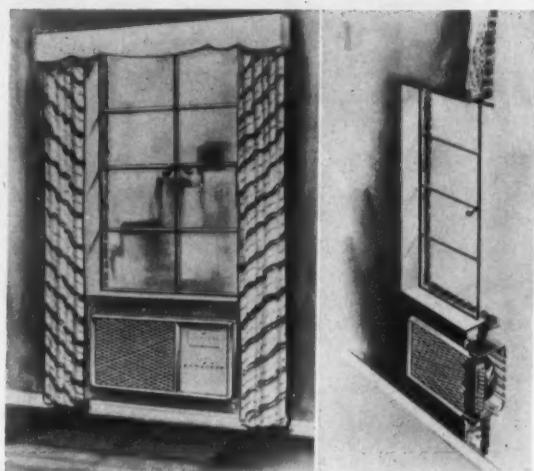
into the wall like a radiator, will be manufactured exclusively for builders of apartment houses, motels, and private homes.

"We have surveyed the market," Lewyt said. "We put engineers out in the field and questioned builders, big and small. We found that some apartment house builders were giving tenants air conditioning, but it was costly. They were using central systems; expensive to install and expensive to maintain. We covered and collected information from 413 builders.

"We even questioned 245 consumers who own window air conditioners," Lewyt added. "We found out what they liked and didn't like about the usual window unit. The window air conditioners that are on the market today are doing a splendid job, according to our reports, and are worthy of installation in the millions of apartment houses, homes, offices, and motels that are already built.

"However, there is a need for a new type of air conditioner to meet the requirements of today's modern building. For example, the very design of the wall-type unit is decorative, inside the room and outside the house."

Measuring about 18 in. by 30 in., the units are approximately as deep as the thickness of a building wall. Each unit is engineered



NEW TYWEL built-in room air conditioner installation is shown at left. Cutaway view on right shows how unit fits into wall below window. The unit will be manufactured in various capacities, according to Tywel. It is designed chiefly for use in new homes, apartments, and offices.

for compactness and will fit snugly into a wall opening.

Inside the room, the unit appears as a radiator grill, with practically no part of it penetrating into the room, the company says. The units will be manufactured in various capacities, according to the size of the rooms to be cooled. Each unit is individually controlled.

The Tywel Corp. was started by Lewyt last January. Actually, the name is Lewyt spelled backwards. Tywel's capacity for built-in wall air conditioners is 150,000 a year on a one-shift basis.

Hear Ye! Hear Ye!

JACKSON, Miss.—A delegation of sweating lawyers showed up at the monthly meeting of the Hinds County Board of Supervisors to petition for air conditioning.

They presented a petition signed by more than 100 attorneys, and board members said they probably will take favorable action.

The petition set forth that the heavy judicial load in the county makes it necessary to hold many court sessions in the hot season and that "air conditioning will improve administration of justice."



Room Unit Minimum Power Factors--

(Concluded from Page 1)

results from months of careful study by this committee and other interested groups, it was stated.

TEXT OF REPORT

Text of the Joint Committee's report follows:

"The rapidly-expanding use of room air conditioners is creating serious concern because the power factor of this equipment is increasing reactive current on both utilities' circuits and customers' interior wiring.

"The ARI-EEI-NEMA Joint Committee on Air Conditioning and Refrigerating Equipment has been actively studying this problem and has had the benefit of the experience of utility companies in the south and southwest where the use of this equipment is greatest.

"Although there has been some gradual increase in power factors in the last few years, the Joint Committee recognizes the desirability of accelerating the rate of improvement and recommends to its sponsor organizations acceptance of the proposal that, beginning with 1956 models, all room air conditioners have power factors not less than the following: $\frac{1}{3}$ hp., 75%; $\frac{1}{2}$ hp., 80%; $\frac{3}{4}$ hp., 85%.

"These power factor values are to be measured under the maximum normal load test conditions currently prescribed by Underwriters' Laboratories, Inc., and are applicable to the complete assembly.

"It is expected that the air conditioning industry will make every reasonable effort to better these minimum values and will continue developments looking toward further improvement in operating power factors of all air conditioners marketed after Jan. 1, 1957.

"Significant features of these proposals as affecting power systems may be summarized as follows:

"(1) The standard test conditions prescribed by Underwriters' Laboratories, Inc., result in power

factor values lower than will be obtained when the air conditioning unit is operated under maximum loading conditions. Thus, 85% power factor at UL conditions represents a power factor of 87% or 88% under the conditions resulting in greatest demands on utility distribution systems. It must also be noted that with conventional fan motor designs, the compressor motor must operate at 90% or higher power factor to achieve the over-all unit power factor proposed.

"(2) The power factor values stated are minimum values; accordingly, most units may be expected to operate at higher values.

"(3) Although the effective date for these proposals is stated as Jan. 1, 1956, it is expected that substantial improvements will be noted in units marketed during 1955.

"With the greatly expanded production of room air conditioners, manufacturers find it necessary to complete new designs in spring months so that components may be ordered and delivered in time for production to begin in late summer or early fall. Thus, 1955 designs have been completed, and components are now being manufactured.

1956 SET FOR APPLICATION OF NEW STANDARDS

"Consequently, on an industry-wide basis, Jan. 1, 1956 is the earliest practical date for application of the minimum power factor values proposed. However, it is expected that significant progress toward the recommended minimum power factor values will be achieved in 1955 models.

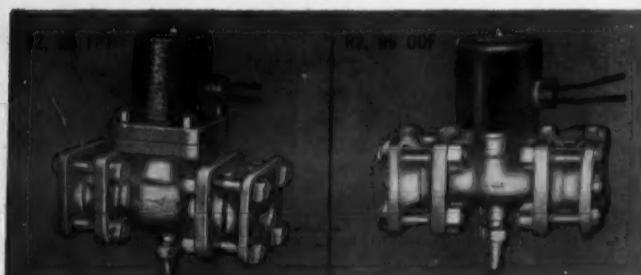
"(4) The proposals recognize the technical difficulties in raising the power factor of the smaller sizes of room air conditioners. Fortunately, the $\frac{1}{3}$ and $\frac{1}{2}$ -hp. units represent only a minor proportion of total production of room air conditioners (less than 22% in 1953). Accordingly, the major portion of sales is represented by the units that provide the highest operating power factors."

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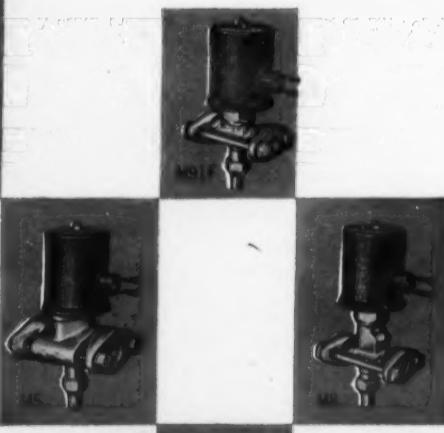
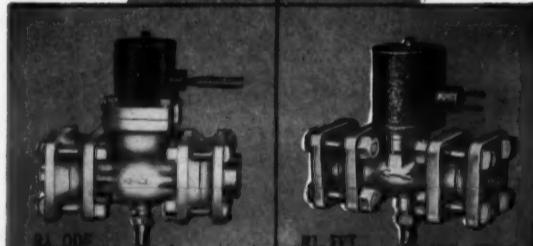
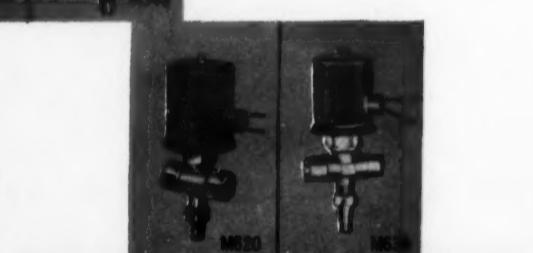
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What's behind a tradition?

Today's self-service market has its roots in the open-air Roman Forum which flourished 2000 years ago. Here, where haggling housewives sampled a limited variety of displayed wares, toga-clad orators, senators and judges met to campaign, make laws and administer justice. As the centuries passed, the European market place evolved in separate squares apart from the political arenas. American food merchandising has passed through several stages — the open-air market, the trading post, the general store, the corner grocery, the super market. Today, experiments are being conducted with completely automatic self-service stores, replete with electronic devices and conveyor belts. It's part of the long-standing American tradition of finding more efficient ways to market foodstuffs in greater varieties, at lower prices to the consumer.

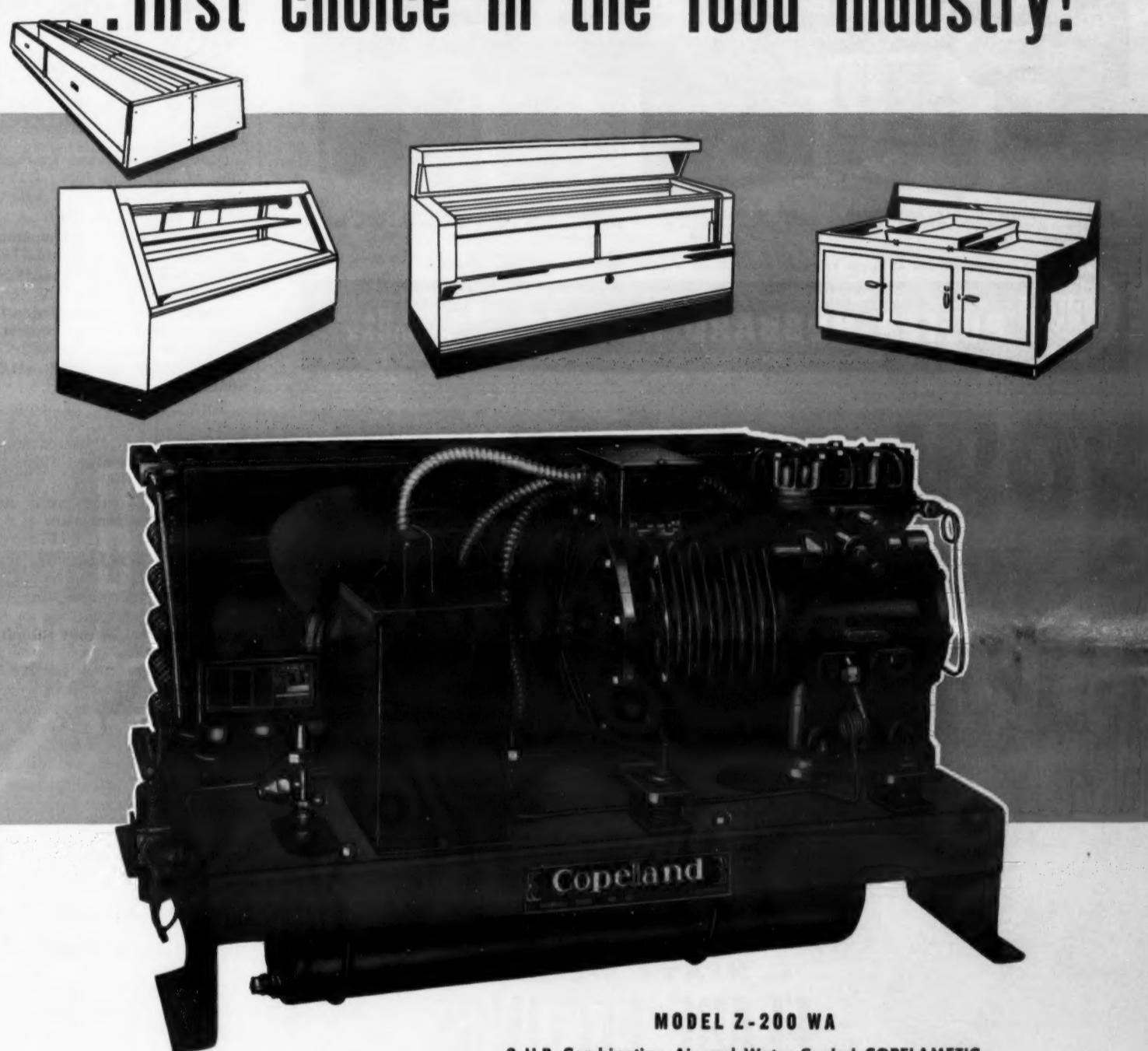


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Sunbeam Div. Fills 2 Posts

PITTSBURGH — Sunbeam Air Conditioner Div., American Radiator & Standard Sanitary Corp., has announced the appointment of R. J. Berkshire as marketing manager and H. E. Rossell as junior sales manager.

Berkshire will also supervise and coordinate activities of advertising and sales promotion.

For Meaty Meetings

CHARLESTON, S. C.—A special air conditioned meeting room for food dealer meetings and sales training has been incorporated in the recently opened sales plant of Swift & Co. here.

Installation of the air conditioning equipment was made by the Charleston Sheet Metal & Roofing Works, Inc.

Trion Cleaners for Office Bldg.

MCKEES ROCKS, Pa.—Trion, Inc. here has received an order to supply electronic air cleaners for the new Socony Vacuum Oil Co. building now under construction in New York City. To be known as the 150 E. 142nd St. building, the structure reportedly will be the largest completely air conditioned office building in the world.

NCRSA Survey--

(Concluded from Page 1, Col. 3) and installed less returns and allowance.

Data shows that gross margin in sales of equipment averaged 28.73% for 1953. This compares with 30.04% in 1952; 31.31% in 1951; 32.04% in 1950; and 36.37% in 1949.

Total sales expense in 1953 was 8.91%, compared with 9.08% in 1952; 8.15% in 1951; 8.97% in 1950; and 7.74% in 1949. These figures include salesmen's salaries, etc., travel and entertainment, and advertising, catalogs, circulars, etc.

Warehouse handling and delivery expense amounted to 2.19% for 1953; 2.96% in 1952; 2.61% in 1951; 2.49% in 1950; 4.27% in 1949.

Total administrative expense amounted to an average of 7.22% in 1953; 6.66% in 1952; 8.21% in 1951; 8.68% in 1950; 9.44% in 1949.

Occupancy expense averaged a total of 2.27% in 1953; 2.13% in 1952; 2.41% in 1951; 1.32% in 1950; and 1.82% in 1949.

Miscellaneous expenses amounted to 1.38% in 1953; 1.27% in 1952; 1.73% in 1951; 2.05% in 1950; 2.38% in 1949.

Taxes, not including Federal and state income taxes, represented 4.7% in 1953; 6.1% in 1952; 4.0% in 1951; 3.4% in 1950; 4.1% in 1949.

Total expenses of equipment sales are given as 22.20% for 1953; 22.11% for 1952; 22.80% for 1951; 22.42% for 1950; and 23.53% for 1949.

This left a net profit before taxes on equipment sales of 6.52% for 1953; 8.31% for 1952; 8.51% for 1951; 9.62% for 1950; 12.84% for 1949.

Total "profit" for the service and shop operation is given as negative numbers: -1.9% for 1953; -1.34% in 1952; -3.63% in 1951. No figures are given for 1949 and 1950.

Net profit before taxes amounted to an average of 4.33% in 1953; 4.97% in 1952; 4.60% in 1951; 3.31% in 1950; 4.63% in 1949.

Net profit after Federal and state income taxes figures out as 2.75% in 1953; 3.35% in 1952; 4.09% in 1951; 2.70% in 1950; 3.68% in 1949.

Simons Occupies Bigger Quarters In Hartford

HARTFORD, Conn.—Joseph Simons Co., a leading air conditioning and refrigeration sales organization in central Connecticut, has moved into larger quarters at 26 Wethersfield Ave. here.

The move was prompted by a need for sufficient space to display adequately all of the product lines the company handles and to house an expanded service department which stocks in excess of 7,000 items, the company said.

In its new home, the company will operate entirely on one floor with sufficient space for warehousing, showrooms, offices, and stockrooms. The plant also provides ample loading and shipping facilities and a large parking area.

The company, which for more than 10 years had been located at 271 Sheldon St., represents 11 manufacturers of nationally-known air conditioning and refrigeration equipment.

These include: Fedders room air conditioners, Brunner commercial type air conditioning, Brunner refrigerating machines, cooling products made by Bush Mfg. Co., "Oasis" water coolers, Victor freezers and commercial refrigeration equipment, Lipman "Iceboy" ice cube makers, Knapp-Monarch heaters, Glasfloss air filters, Filtrine commercial water cooling equipment, and Acme commercial and industrial cooling equipment.

RACCA-UA Agree on Plan To Sponsor Joint Promotional Programs

CLEVELAND — Following the recent meeting of a RACCA-UA committee at the Commodore hotel in New York City, it was announced that an agreement for joint financing of promotional programs "has been consummated and is under way."

It was also disclosed that local joint committees composed of three members from each of the local contractor associations and the United Association (AFL) will be formed immediately in most of the cities across the nation.

The national Joint Committee, composed of five members from the Refrigeration & Air Conditioning Contractors Association and five members from the United Association, met to organize and develop a national cooperative training and educational program.

The president of each association (George T. Howe of RACCA and Martin P. Durkin of the UA) has appointed permanent representatives to the Joint Committee, which will guide the activity and the programs.

COMMITTEE MEMBERS

Committee members for RACCA are Dudley M. Cawthon, Miami, Fla.; Warren W. Farr, Cleveland; Harvey W. Hottel, Silver Springs, Md.; Harvey O. Miller, Chicago; and Lee J. Quinn, Cincinnati. Alternates are Arthur M. Palen, St. Paul, and Howe, Chicago.

Committee members for the UA are Durkin, Washington, D. C.; Leo A. Green, Pittsburgh; John J. McCarty, Washington, D. C.; Patrick Doyle, New Brunswick, N. J.; and Wendell J. Straight, Seattle, Wash. Alternates—Peter T. Schoemann, Washington, D. C.; joint treasurer, E. J. Hillock, Washington, D. C.

Executive offices of the joint committee will be in Cleveland. Committee activities will be conducted through Ray Kromer, executive vice president of RACCA, as executive secretary.

WORK OF COMMITTEE OUTLINED

The work of the Joint Committee and the national executive office, it was explained, will be to:

1. Provide a national training program for apprentices and journeymen so that an adequate number of qualified mechanics will be available to keep up with the rapid expansion of the industry.

2. Correlate local problems.

3. Provide guidance and coordinate the activities of local joint committees in maintaining adequate safety codes and adequate standards of operation of contractors and employees.

"The joint committee is pointing toward maintaining a high level of public satisfaction during the rapid growth of this industry that its progress not falter from results of unqualified, inadequate sale or faulty installation or maintenance," it was stated.

"The reports and activities of the local committees will provide the national Joint Committee with the material it will require for a well-rounded, sound national program."

Monthly meetings have been scheduled by the national committee for the remainder of the year so material may be correlated and condensed for local committee operation.

Gibson To Bow '55 Line At Convention In Chicago

GREENVILLE, Mich.—Gibson Refrigerator Co. will introduce its 1955 line of refrigerators, ranges, home freezers, and room air conditioners at the annual distributor convention Oct. 21-22 at the Palmer House in Chicago.

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FITTINGS • VALVES • DRAWS • CHARGING LINES
TOOLS for Cutting, Flaring, Bending, Pinch-Off, Swaging



All Customers Must Be Told of Advertising Allowances, FTC Rules

WASHINGTON, D. C.—A seller who grants advertising allowances to some of his customers must inform competing customers of the terms on which they may also receive them, the Federal Trade Commission ruled recently.

This ruling was made as the commission affirmed a hearing examiner's initial decision requiring two dress manufacturers to stop granting advertising credits to some retail customers without making them available to competing customers on proportionately equal terms.

This violates section 2(d) of the Clayton Act as amended by the Robinson-Patman Act, the FTC declared.

Both companies involved in this action were engaged in the manufacture of cotton dresses for sale to department stores, specialty shops, and other retailers.

The order was based on findings that the respondents had granted to some customers credits or payments in consideration for advertising services but that credits or payments for such services were not available on proportionately equal terms, or available at all, to others competing in the distribution of respondent's dresses.

In its opinion, the FTC said:

"Although the word 'available' rather than 'offered' appears in the relevant subsection of the Act, the statute contemplates that customers competing in the resale of a seller's merchandise be afforded equal opportunity to share in payments for promotional services in the event the seller elects in the first instance to provide it to one of their competitors.

"A course of conduct under which a seller fails to inform respecting such compensation or make known his terms or otherwise to offer them to one customer while granting payment for services to his rival reseller essentially represents concealment.

"In such case, the credit or allowance is not 'available' to the unfavored competitor, for all practical purposes a withholding and denial of opportunity to share occur, and the law is violated."

He Got Took—at His Word

SACRAMENTO, Calif.—A dealer here who got "cute" with his cut-price advertising on air conditioners had it backfire on him.

"Come in and steal 'em," said his sign. So some burglars took him up on it, broke in, and stole four units.

Dallas Church To Build Air-Cooled Auditorium

DALLAS—The Highland Baptist church has awarded contracts for the erection of a new \$550,000 air conditioned auditorium. The general contract for \$360,000 was awarded to Miller & Norton Contractors, of Dallas.

IDEAL
Speed-Freeze
PRODUCTS

**BEVERAGE COOLERS AND
INSTANTANEOUS DRAFT
BEER COOLERS.
(With Refrigerated Faucets)**

WRITE
IDEAL COOLER CORPORATION
2953 EASTON AVE. • ST. LOUIS 6, MO.

J. A. McFetridge Named Frigidaire Comptroller

DAYTON—Mason Roberts, Frigidaire Div. of General Motors general manager, has announced appointment of J. A. McFetridge as divisional comptroller of Frigidaire succeeding D. K. Bunker.

The appointment is effective Nov. 1. Bunker, who has been comptroller since 1928, will be transferred to Robert's office where he will handle special assignments until his retirement.

McFetridge has been division comptroller of G-M Allison Div. of Indianapolis, Ind.

No Relaxation Seen In Criteria for FHA Loans

WASHINGTON, D. C.—The Federal Housing Commission is not planning to relax its criteria for home modernization and improvement loans either under Title I or the recently authorized "open-end" mortgage, Commissioner Norman Mason emphasized recently.

He declared that neither type of loan was meant for "luxury" improvements or for such items as appliances or air conditioning. He pointed out that to be approved, the improvement must "contribute to the basic livability of the home and be permanently installed."

Mason cited permanently in-

stalled linoleum as an example of a product eligible for an FHA insured open-end mortgage loan. But, he said, a garbage disposer is not eligible unless it happens to come already built in as part of a newly purchased permanently installed sink.

He said kitchen cabinets, painting, wallpaper, and permanently installed tile were also considered eligible.

Norge Names O'Bannon Bros. As Little Rock Distributor

CHICAGO—Norge Div. of Borg-Warner Corp. announced the appointment of O'Bannon Brothers as its distributor in the Little Rock, Ark. area.

Harold P. Bull, Norge director of distribution, said the new distributorship became effective Aug. 16.

Sidney P. O'Bannon is president of the Little Rock company, which was founded in 1929. His company was formerly General Electric distributor in the area.

O. D. Cauby has been the company's sales manager since 1938. J. R. Simpson, who has been with O'Bannon Brothers since it was founded, is credit and advertising manager, and J. A. Morgan is service manager.

The new distributorship will handle sales and service of Norge appliances in 67 counties, according to the announcement.

Veeds Fined \$2,332 for Violating Price-Cut Ban

NEW YORK CITY—Justice Matthew M. Levy of the Supreme Court of New York County recently signed an order by which Veeds Television & Appliance Co., Inc. at 16 E. 23rd St. here was held in contempt for violating an injunction previously secured by McGraw Electric Co. under its price maintenance program.

This judgment imposed a fine upon Veeds amounting to \$2,332.76. Of this amount \$1,000 was allowed for damages suffered by Toastmaster Products Div. of McGraw Electric, and \$1,332.76 was allowed for the plaintiff's legal expenses.

Gibson Names Mills-Morris As Memphis Distributor

GREENVILLE, Mich.—Frank L. Sacha, manager of Gibson sales, has announced the appointment of Mills-Morris Co., Memphis, Tenn., as a new distributor of Gibson products to serve the Memphis territory.

Mills-Morris will handle Gibson electric refrigerators, ranges, food freezers, and room air conditioners in western Tennessee, eastern Arkansas, northern Mississippi, and several counties in southern Kentucky.

TV Commercial Salutes Home Freezer Industry

PITTSBURGH—A salute to America's domestic freezer industry by Aluminum Co. of America was shown on Alcoa's main television commercial on "See It Now" with Edward R. Murrow over CBS-TV on Tuesday, Sept. 21 (10:30-11 p.m. E.D.T.).

The commercial pointed up the many applications of Alcoa aluminum in America's domestic freezers, including such applications as liners, shelves, evaporator, refrigerant tubing, compressor pans, baskets, ice cube trays, and trim.

The commercial demonstrated the advantages of home freezers and appeals to the American housewife—"a supermarket right in your own kitchen."

Produced on film, the commercial explained that aluminum is specified in freezers so that food will freeze faster, always retain its original flavor and nutritional value.

It concluded with a large display of chest and upright type freezers, emphasizing that home freezers are a good family investment. Finally, it invited homeowners to find out how they can have the convenience and enjoyment of a freezer in their own kitchen.

The commercial will be repeated on the Oct. 26 edition of "See It Now," carried by 54 stations from coast-to-coast.



Rust Proof • Freeze Faster • Defrost Faster

BOHN ALUMINUM EVAPORATORS provide greater efficiency, trouble-free service. Since aluminum is an excellent heat conductor, Bohn evaporators freeze faster—at less operating cost—defrost faster as well. Lightweight, rustproof Bohn evaporators are also non-toxic to assure greatest possible food protection. Investigate the many advantages of a Bohn aluminum evaporator built to your specifications.

EVAPORATORS • FREEZING PLATES • TUBING • COILS AND CONDENSERS

BOHN ALUMINUM AND BRASS CORPORATION

1400 LAFAYETTE BUILDING • DETROIT 26, MICHIGAN

Sales Offices: • BOSTON • CHICAGO • CLEVELAND • DAYTON • DETROIT
INDIANAPOLIS • LOS ANGELES • MILWAUKEE • MINNEAPOLIS • MOBILE
NEW YORK • PHILADELPHIA • ROCHESTER • ST. LOUIS

BOHN ALUMINUM EVAPORATORS provide greater efficiency, more dependable service.



Stop service calls . . . keep out rust and sludge . . . open new doors to sales acceptance!—with coolers, ice-makers, sell "Taste-Master"!—checks chlorine, traps sediment; promotes service-free satisfaction with all water processing appliances. Write—

Filtrine MANUFACTURING CO.
BROOKLYN 38 • N.Y.
"Water Coolers and Filters for 40 Years"

CURTIS
REFRIGERATION
AIR CONDITIONING
COMMERCIAL

For All Your
Refrigeration and
Air Conditioning
Requirements

Curtis Refrigerating Machine Division
of Curtis Manufacturing Company R-328
1912 Kienlen Ave. St. Louis 20, Mo.
Established 1854

Counter Model Rotisserie Barbecues 40 Hot Dogs

LYNN, Mass.—A stainless steel counter model infrared frankfurter rotisserie that combines light, color, and motion to attract attention has been introduced by the Bell Engineering Co. here.

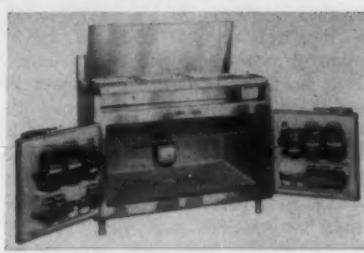
Called the "Barbe-Cutie Jr." it is glass-enclosed and measures 14 by 17 by 28 in. high. A two-section spit barbecues 40 frankfurters at one time and has a capacity of more than 300 per hour.

Features include a broiling tray for hamburgers; four warming trays for relishes, kraut, beans, meats, etc.; and single switch operation. The unit plugs into a 115-volt a.c. outlet.

Rex-Cold In Larger Quarters; To Distribute Evans Products

LONG ISLAND CITY, N.Y.—Rex-Cold Corp. has occupied larger and more adequate quarters at 27-17 40th Ave. here, it was announced recently by Murry M. Weiser, president.

Weiser said Rex-Cold will now exclusively distribute Evans Mfg. Corp. products through retail channels in the New York area.



Cold Food Unit Added To Stanley Knight Line

CHICAGO—Stanley Knight Corp. has announced the addition of a new cold food unit featuring a full width opening when both doors are open, due to the absence of any center post.

Doors also have shelves for added storage area, and door latches are at fingertip level. The food pans fit in three 12-in. by 20-in. raised stamped openings, giving interchangeability to a variety of size and depth pans.

The top of the unit has a raised lip which prevents spilled food from running into the interior.

Cornelius Folder Describes Push-Back Glass Fillers

MINNEAPOLIS—A four-page bulletin on push-back glass fillers has been announced by the Cornelius Co. here.

The various types that the company makes are illustrated and specifications given.

Restaurant & Bar Equipment

Waitress Station Fitted for Average Dining Room; Water Cooler, Ice Storage Provided

PHILADELPHIA—A 5-ft. long waitress station built to meet the requirements of the average dining room has been introduced by Progressive Metal Equipment, Inc. here.

The unit measures 24 in. wide and 72 in. high. Mounted on 6-in. adjustable iron pipe legs enclosed with a removable recessed black enamel toe plate, the base has the splash, top, face, and ends constructed of polished stainless steel.

Top of the base has a rolled edge and is reinforced with channel iron. The base has a working height of 36 in.

Built into it are two bread drawers which slide on stainless steel rollers and have recessed handles. To the left of the bread boxes is a four-compartment stainless steel silver bin. Below the bin are two open shelves.

At the left end of the waitress station is a refrigerated section having a 24-in. wide interior cooled by a circulating blower coil for remote refrigeration. The entire refrigerated section is lined with stainless steel and is insulated. Door to this section is also stainless steel and insulated.

Mounted above the refrigerated section is the water station containing a push back, chrome plated brass water arm attached to a 15 g.p.h. instantaneous water cooler complete with expansion valve and regulator.

A recess type drip pan slides back giving access to a stainless steel ice compartment for the storage of chipped ice. Also mounted in this compartment is a pressed stainless steel pan for the storage of butter.

The upper section of the waitress station is made up primarily of a 36-in. high stainless steel back



panel. Left hand section of the panel just above the water station contains three 24-in. wide glass storage racks. The right hand section contains a 14 by 16-in. pie case.

Heavy plated glass doors on the pie case slide on "roll-free" rollers. The interior has two removable shelves constructed of polished stainless steel. Slanted mirrors make up the rear wall.

The back splash is equipped with a duplex receptacle.

Henry Robinson Represents Schaefer in Atlantic States

MINNEAPOLIS—Henry S. Robinson, formerly vice president and sales manager of Ace Cabinet Co., has joined the frozen food cabinet division of Schaefer, Inc., according to H. N. Nafstad, sales manager of the division.

Robinson will represent the division in the middle Atlantic seaboard states from the New England states south including North Carolina. His headquarters will be in New York City.

NOW! YOU CAN SELL EVERY ICE USER with America's Only Complete Line of AUTOMATIC ICE MACHINES!

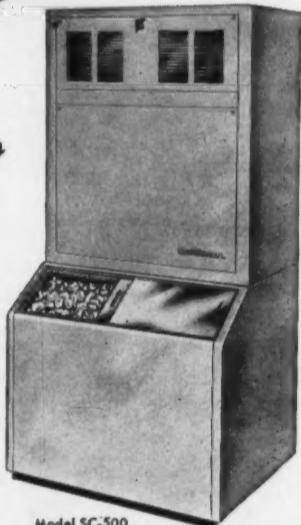
SCOTSMAN Super Cubers Super Flakers

Here's why as a Scotsman dealer you are guaranteed more profit:

Super Cubers

Produce 100 to 500 pounds daily. Exclusive "Cycle-Matic" control. Guarantees purest, finest ice. Dependable performance.

**EXCLUSIVE NEW
"CYCLE-MATIC"
CONTROL**
Automatically compensates for changes in room temperature, water temperature and the water supply pressure. Perfect cubes time after time, big, solid, round, crystal clear.



Model SC-100
Model SC-200

Super Flakers

Produce 350 to 1050 pounds daily. Efficient, dependable. No choppers, grinders or knives. Simplest flaking mechanism made.

Model SF-3WS



Model SF-1WSC
Model SF-2WSC
Model SF-1C
Model SF-2C

AMERICAN GAS MACHINE COMPANY

Division of
Queen Stove Works, Inc.
Albert Lea, Minnesota



AMERICAN GAS MACHINE COMPANY

Division of
Queen Stove Works, Inc.
Albert Lea, Minnesota

Paragon TIME SWITCH with Heavy-Duty Industrial Motor

3400 Series Especially Designed for Commercial Refrigeration

✓ **INSTANT ADJUSTMENT** — add or remove quick-change dial trippers any time without removing dial . . . from 1 to 8 defrost cycles per day; minimum setting, 90 min.

✓ **"TORSION-CUTCH" DIAL DRIVE** — dial turns freely for manual check of "on-off" switch operations . . . yet has positive, no-slip drive.

✓ **SKIP-TRIP** may be manually operated without disturbing the sequence of automatic operation.

✓ Available in 120-V and 240-V, A-C.; SPST, DPST and SPDT 30 Amps. 1 HP.

Also write for complete facts on these famous Paragon timers:

Commercial Defroster

1930 Dehumidifier Timer

7-Day Calendar Dial Time Switch

Fan Timers

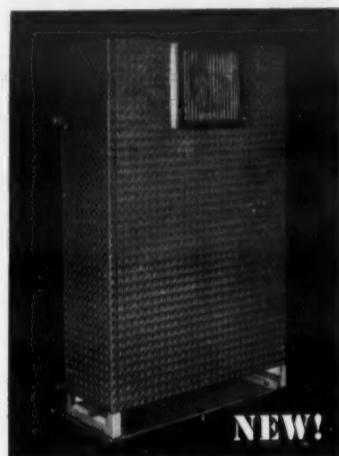
7-Day Calendar Dial Time Switch

Fan Timers

PARAGON ELECTRIC COMPANY
TWO RIVERS, WISCONSIN
WORLD'S FOREMOST MANUFACTURER OF TIME CONTROLS

Truk-Cel EUTECTIC BLOWER UNITS

For All High Temperature Applications



"HOLDOVER FOR STOPOVER"

Affording refrigeration to maintain proper truck body temperature. Now available in models providing partial or complete holdover. Sanitary, compact, light in weight, simple in operation. Easily installed, utilizing a minimum of floor space.

Write today for
all the facts
on the new
Truk-Cel
BLOWER UNITS

DOLE REFRIGERATING COMPANY



5920 NORTH PULASKI ROAD
CHICAGO 30, ILLINOIS
103 PARK AVE., NEW YORK 17

In Canada: Dole Refrigerating Products, Ltd.
44 Elgin Street, Brantford, Ontario



**MOLDED REMCAL DRYING
FIBERGLAS DEPTH FILTERING**
Check Super-Flo's amazing low price, for both original equipment and replacement, against ordinary driers which do not have Super-Flo molded drying elements, massive fiberglass depth filters and spun-end copper shells. Available to the trade through wholesalers everywhere.

REMCO INCORPORATED
ZELIENOPLE, PA.

Hoosier RSES To Meet Oct. 8-10 In Indianapolis

INDIANAPOLIS—The seventh annual convention of the Hoosier State Association, Refrigeration Service Engineers Society, will be held Oct. 8-10 at Hotel Washington here, it was announced recently by E. B. Allen, president.

Friday morning, Oct. 8, will be devoted to registration. Scheduled for the afternoon is a visit to Pitman-Moore Biological Laboratory in Zionsville to observe use of refrigeration in the production of polio serum and various vaccines.

In the evening, Ken Cunningham of Acme Industries will speak on heat pumps. This will be followed by a buffet supper.

Convention call to order is set for 9 a.m. Saturday, after which S. Charles Segal and E. J. Miller of Kramer Trenton Co. will discuss "Thermobank Systems." Also at this session, Don Taft of McCray Refrigerator Co., Inc. will talk on automatic hot gas defrosting display cases.

Following luncheon, Lou Wallace of Ansul Chemical Co. will open the afternoon session with a talk on "Safety and Acid in Refrigeration Systems." The Indiana State Highway Patrol will stage a presentation on highway safety and the HSA safety chairman will report on the "Death Trap" campaign.

A banquet, entertainment, and dancing are planned for Saturday night. State Representative A. Atwell will be the banquet speaker.

The association's business meeting and election of officers will be held Sunday morning.

Court Rules That Frozen Meat Isn't Fresh

BUFFALO—Is frozen meat fresh meat? Not in the legal sense, ruled Peace Justice Roger T. Cooke in Town of Tonawanda Court.

He dismissed the charge of a sheriff's deputy against a supermarket manager accused of violating a 41-year-old state law forbidding the sale of "fresh uncooked flesh meat" on Sundays.

The defendant was Steven T. Lakonski, manager of the Park Edge Supermarket at Sheridan Drive and Eggert Rd. The complainant was Deputy John Flood, who testified that he bought packages of frozen liver, frozen ground round steak, and frozen beef patties in the market on a Sunday.

The market manager was defended by Attorney Harold B. Ehrlich, who contended that frozen meat sales are not covered by the Sunday law.

Judge Cook agreed. He pointed out that the law was passed long before the freezing of meats had been made practical.

"Possibly, the law should be modernized," said Judge Cook, "but, in my view, frozen meats have been processed and are not to be classed as fresh meats under this statute."

Sunroc Co. Purchases White Mfg. of Toledo

GLEN RIDGE, Pa.—Sunroc Co. has announced the purchase of The White Mfg. Co., Toledo.

Cream dispensers and hot butter dispensers, two of White's products formerly manufactured in Toledo, will be produced in Glen Riddle by the new Sunroc facilities, created for and now in production of other recently acquired products manufactured by SOM Mfg. Co., originally located in Palmyra, N. J.

The White products will supplement the national marketing of Sunroc's electric water coolers and milk dispensers through Sunroc division offices in principal cities, and through the Sunroc Midwestern Corp. in Chicago, of which Frank X. Scheidel is president.

New Maytag Warehouse Will House Service Dept.

NEWTON, Iowa—The Maytag Co. is currently constructing a huge new warehouse in the Plant 2 area here comprising 200,000 sq. ft. of floor space.

The new one-story windowless structure being built by the Weitz Co. of Des Moines, Iowa will provide for storage of 30,000 finished Maytag appliances. It will also serve as a central point for shipping mixed loads of appliances by

both truck and rail, providing better service to dealers.

Stocks of all Maytag appliances, including those manufactured elsewhere, will be warehoused in the new building. A new home for the parts-service department will also be included in the structure.

Wallace Named Servel Asst. International V. P.

NEW YORK CITY—William W. Wallace, general manager of the International Div. of Servel, Inc., has also been made assistant vice president, according to A. F. Scharer, division vice president.

Wallace, who has been with Servel since 1935, joined the International Div. in 1947, was made assistant manager in 1951, and was promoted to general manager in 1952. He was graduated from Stevens Institute of Technology.

Albany ASHVE Chapter Hears E. A. Windham

ALBANY, N. Y.—The Empire State Capital Chapter of the American Society of Heating & Ventilating Engineers held its first meeting of the season recently at Panetta's Restaurant.

E. A. Windham of Surface Combustion Co., Toledo, was guest speaker. Officers are: President, Edward C. Doyle; first vice president, G. G. Davis; second vice president, L. V. Appleby; and secretary-treasurer, H. F. Kruger.

Shell Gets Interest In Topeka's Air Engineering

TOPEKA, Kan.—Earl E. Shell, Jr. has acquired an interest in Air Engineering, Inc. here and has been elected to the board of directors. He has assumed an active role in the operation of the firm.

Shell has been active in the investment banking business in Topeka for the past 25 years, managing his own firm for the past 10 years.

Air Engineering specializes in both commercial and home air cooling and heating. Founded in 1947, it is one of the oldest firms of its type in Topeka. Paul H. Christensen is president.

IRS Defines Household Electric Water Heaters

WASHINGTON, D. C.—An electric water heater with heating elements aggregating wattages not exceeding 7,500 (7½ KW) is a heater of the household type subject to the 5% manufacturers' excise tax, the Internal Revenue Service said recently in clarifying the definition, for tax purposes, of such heaters.

The heater would not be covered despite this if it had other features of design and construction which adapted it primarily for purposes other than household use, according to the agency.

DETROIT SOLENOID VALVES give you

built-in protection

against moisture, dirt,
leakage and noise!

No. 683 Solenoid Valve With Built-In Strainer In All Models

- Capacities to 5.1 Tons Freon-12.
- Plastic-imbedded waterproof coil.
- Quiet operation—no A.C. hum.
- Rugged forged brass body.
- Connections available for flare, sweat or pipe thread applications.
- Sturdy mounting boss.



683 in forged brass body available with either flare (5/8" S.A.E. for 3/8" x 1/2" reducing nut) or sweat (3/8" or 1/2" O.D.) connections.



683 also available in cast brass body with 1/2" female N.P.T. inlet and outlet connections.

Other Detroit Solenoids for Capacities To 50 Tons F-12



No. 681
Capacities to
8.7 Tons F-12



No. 682
Capacities to
20.4 Tons F-12



No. 683
Capacities to
50 Tons F-12

DETROIT CONTROLS



Corporation

5900 TRUMBULL • DETROIT 8, MICHIGAN

Division of American Radiator & Standard Sanitary Corporation

Canadian Representatives in Montreal, Toronto, Winnipeg—Railway and Engineering Specialists, Ltd.

AUTOMATIC CONTROLS for REFRIGERATION

AIR CONDITIONING • DOMESTIC HEATING • AVIATION • TRANSPORTATION • HOME APPLIANCES • INDUSTRIAL USES

Serving home and industry

AMERICAN STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWEEY BOILERS • BOSS EXCHANGERS • SUNBEAM AIR CONDITIONERS



INTERIOR of Howard Johnson Restaurant, Fredericksburg, Va., showing one of two Typhoon 10-ton packaged units used to air condition kitchen. At left is J. T. Ellington, Typhoon dealer; at right is H. C. Ovitt, owner of the restaurant.

Air Conditioner In Kitchen Relieves Load on Overworked Dining Room Unit

FREDERICKSBURG, Va.—Kitchen air conditioning has worked out to very good advantage in the Howard Johnson Restaurant located on U. S. 1 Bypass, near Fredericksburg. H. C. Ovitt, the owner, reports.

The dining area of this restaurant had been air conditioned for two summers with a central plant installation, but because of the unusually high local humidity condi-

tions—plus the high heat load thrown by the restaurant's kitchen—the system had not been performing satisfactorily, and on the hottest days it was giving Ovitt considerable trouble.

EQUIPMENT KICKED OUT

In addition to cooling the restaurant inadequately, the equipment would frequently kick out, each time requiring someone to push the reset button.

At last Ovitt called in a local air conditioning contractor, John T. Ellington, to suggest a remedy. Ellington handles the Typhoon line of packaged air conditioning equipment in Fredericksburg.

After a thorough check of the restaurant's requirements, Ellington decided against adding directly to the existing system or replacing it with a system that would deliver greater capacity.

Instead, he recommended air conditioning the kitchen . . . a measure that would accomplish two objectives: it would relieve the dining room of the additional heat load from the kitchen, thus enabling the old system to cool the dining room efficiently; and also it would provide the benefits of air conditioning in the kitchen.

Since Howard Johnson kitchens are not normally air conditioned, Ovitt had to act on his own. As owner of the restaurant, he approved Ellington's plan.

Ellington installed two Typhoon free-standing packaged 10-hp. units in the kitchen area. The stoves, the dishwasher, and the bake oven were hooded with a 5,000 c.f.m. direct exhaust fan that aids in reducing the kitchen heat load.

Results of this arrangement were immediately evident in the dining room, where the central plant, relieved of the kitchen heat load, gave complete satisfaction in even the hottest weather.

PERSONNEL TURNOVER CUT

In addition, however, the important benefits of kitchen air conditioning became apparent. Turnover in kitchen personnel, which had been a problem in this restaurant, was now virtually eliminated.

Also, whereas Ovitt had had some difficulty with kitchen personnel coming in late and leaving early during hot weather, now the

situation was reversed—he had trouble clearing them out at quitting time.

Waitresses no longer complained about having to walk back and forth between the "tropics" and the "north pole" all day, as they had before air conditioning had reduced the heat and humidity of the kitchen.

Moreover, the new system prevented condensate from forming on the glass doors of refrigerated cases—an important point, since the kitchen is open to view.

The morale of his kitchen help, says Ovitt, is up 50% or 60%.

"I never thought a restaurant kitchen could be air conditioned so effectively," he says, "but I'm certainly glad I found out. Why, those Typhoon units do their job so well that we have to turn them off when we want to raise dough to make bread, so the cool air won't make it fall!"

Hospital Gets Cooling

FLORENCE, Ala.—Eliza Coffee Memorial hospital here is now completely air conditioned for the comfort of patients and personnel, thus becoming one of the first larger hospitals in the state to furnish this service.

Last year a large unit was provided to air condition the nursery, X-ray department, delivery room, and operating room.

Recently 120 units have been installed in patients' rooms, waiting rooms, and utility rooms.

Plan Air Conditioning For Dallas Post Office

DALLAS—Most of the general post office at Bryan and Ervay will be air conditioned at an estimated cost of \$100,000, according to Postmaster J. Howard Payne.

Air conditioning surveys were being made by E. C. Jones of the Post Office Dept. and R. E. Van Otto of the General Services Administration, both of Washington.

A \$25,680 contract for a dozen 15-ton air conditioners has been let in Washington and a contract has also been awarded for two water towers costing \$5,400. The fourth and fifth floors, postal executive offices on the second floor, and office sections on the first floor are to be air conditioned.

The Federal courts of Judge William H. Atwell and Judge T. Whitfield Davidson are already air conditioned.

Richmond Hotel Starts Conditioned Addition

RICHMOND, Va.—Richmond Hotels, Inc. announces plans for a 15-story, 144-room addition to the Hotel John Marshall at a cost of more than \$1,000,000. This will make the John Marshall the largest hotel in Virginia, with 506 rooms. Work on the addition, to be air conditioned, gets under way immediately and is expected to be completed by Oct. 1, 1955.

Surface Combustion Offers Deferred Payment Plan On Industrial Equipment

TOLEDO—Surface Combustion Corp. here announced recently that it has established a deferred payment plan for the purchase of the industrial equipment manufactured by its industrial divisions.

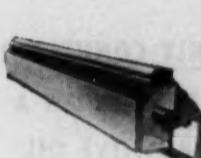
The new plan is believed to be the first formal arrangement for the financing of large-size industrial furnaces and air conditioning equipment.

The products covered by this plan include furnaces for the metalworking and producing industries and the glass industry. Also covered is the company's Kathabar humidity conditioning equipment, used for industrial processing and personnel comfort.

The Surface Combustion plan provides for terms of payment up to three years and, in certain cases, up to five years. Down payments are normally 25% of the purchase price of the equipment. Financing charges are 6% simple interest on the unpaid balance.

Air Condition Supermarket

ST. LOUIS—Completely air conditioned, a new Rapp Super Market will be built at the Northland Shopping Center. The store, tenth in the Rapp chain of supermarkets, will have an area of more than 28,000 sq. ft.



*Trademark



Convecto-Radiator



Horizontal Unit Heater



Down Blow Unit Heater

year 'round weather conditioning

World's finest heating and cooling products
in a complete range of types and sizes



Quality engineered

Dependable performance



Priced to sell



Eight manufacturing plants



56 sales offices



Get the facts before you buy



self-contained highboy
2, 3, 5, 7½, 10 and 15 ton cooling capacities.

Heating capacities up to 450,000 BTU per hour.

20-Year Guarantee!

ON THE
WETTED
DECK
SURFACE

HALSTEAD & MITCHELL
COOLING
TOWERS

2 to
100 tons

"Built like a Battleship"—economical, lastworthy. Pressure-treated wood in wetted deck surface guarantees against rotting or fungi growth. Stainless steel fan and shaft, plus individual cabinet coatings of Vinsynite, Vinyl Aluminum and chlorinated rubber, add important years of life.

Wholesalers in Principal Cities

Halstead & Mitchell

BESSEMER BLDG. PITTSBURGH 22, PA.

MARSH Instruments

THE SERVICEMAN LINE of Testing Gauges, Testing Thermometers, Timers, etc.

PRESSURE GAUGES and Dial Thermometers for all services.

MARSH-ELECTRIMATIC, Water Regulating Valves, Solenoid Valves.

MARSH INSTRUMENT COMPANY
Sales Affiliate of Jas. P. Marsh Corporation
Dept. D., Skokie, Ill.

Here's Harry Alter's DEPENDABOOK No. 161

REFRIGERATION PARTS and Supplies

plus

Electric-Motor Parts, Air Conditioning and Heating

There are over 9,000 items illustrated, described and rock-bottom-priced in our newest DEPENDABOOK. So—get and use this money-saver! Write for your copy to

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INSIDE DOPE

Learn to live and laugh—
Thus delay your epitaph

By GEORGE
F. TAUBENECK

(Concluded from Page 1, Col. 1)
Dizzy's umpteenth, college-graduate Frisch diplomatted:

"You're the greatest pitcher in the world, aren't you?"

"Thass right."

"Then you ought to pay up according to your value."

Dean liked that, and caused no more trouble for a month.

At the height of his pitching fame (the 1935 Tigers-Cardinals World Series) Dizzy was interviewed by Ty Tyson in a radio sportsgram.

Nobody had suspected previously that The Great Dean was a radio "natural." But he was terrific on this program. Later on he made more money in a year of broadcasting than he ever had in his several star-studded seasons of baseball.

Next morning after the Tyson-Dean broadcast, sportswriters challenged the Cardinals' public relations expert: "Who wrote Dizzy's script? We know you couldn't have, you dope."

"He ad-libbed," was the honest answer. "We hadda leave him on his own. Two weeks ago in Chicago we gave him a prepared radio script. Whadday do then? He read the announcer's lines."

Likewise, 'Goofy' Gomez

Periodically *Life* magazine turns up a photo sequence which allegedly proves that pitched baseballs don't curve or "break."

Any ballplayer or bleachers fan knows that *Life* is off-the-trolley. He's seen different. (Tennis players chime in: "Watch the nine-foot curves in our game, if you don't believe struck balls veer sharply").

Nevertheless the Luce-loosed photos persist in maintaining that a curving ball is an illusion. Possibly they want to stir up arguments to build flagging circulation. Whatever and however, here's a pertinent story:

When curveballer "El Goofo" Gomez of the Yankees retired from active competition, he remanded:

"I lost my optical illusion."

Casey Stengel Belongs, Too

Notoriously superstitious are ballplayers. Whenever they do something odd—and good luck follows—they'll continue doing that freakish thing. Most outlandish example:

"Frenchy" Bordagary accidentally beamed his Brooklyn manager (yes, it was he: Casey Stengel) in a warm-up session. The

Brooks won their first game in eight starts—with Casey still out like a smashed street-light.

Seriously it was proposed to Stengel that he should let Bordagary "kolkok" him before every game.

Stengel wasn't that dumb, and lived long enough to see better days (many, many years later) with the Yankees.

Times were tough in Brooklyn. The Bums had blown another. This time manager Casey Stengel was blamed for alleged masterminding which backfired. In a barbershop he requested:

"Gimme a shave. But don't cut me throat. Savin' that little pleasure for myself."

During his Brooklyn managerial days Stengel had a plethora of poor pitchers. Least respected was George Y.....

On each first pitch of the first inning every Gi'nt hit safely against George. Four successive tosses yielded two singles and two doubles.

Casey consulted his catcher.

"We ain't got nobody in the bullpen who ain't wore out after them two double-headers in two days," Stengel woefulld. "Sure hope George has a bit of stuff left."

"Wouldn't know," desponded the backstop. "Nothin' he's thrown has come to me yet."

Prime examples of Stengel's unparalleled *non-sequiters*:

"There comes a time at least once in every man's life, and I've had plenty of them."

"I've always heard it couldn't be done but sometimes it don't always work."

Enter Bobo Newsome

Not since he had Rube Waddell on his hands did Connie Mack humor a pitcher so much as he did Newsome.

He allowed Bobo to skip spring conditioning camp, and train at home in Hartsville, S. C. What's more incredible, Bobo submitted fat bills for "home training expenses," and Connie paid them without a murmur.

Driving south one winter, Connie's chauffeur noted they were near Newsome's home town.

"I can detour a few miles and take you into Hartsville," he suggested.

"Oh my no," protested Mr. Mack. "That's the most expensive place in the world."

For his great job with the Tigers in 1940 "Bobo" Newsome received at least \$35,000.

Following season he lost 20 games against 12 wins. General Manager Zeller cut his pay to \$12,000—possibly the largest salary slash in baseball history.

Referring to the time when High Commissioner Landis had "freed" 90-odd Detroit farm kids, Newsome exploded publicly:

"Zeller lost a hundred ballplayers, but he didn't suffer no salary cut."

Another Spectacular Screwball

For Detroit in 1940 Newsome won 21, lost only 5. Hurled two World Series victories, and almost captured a third after his father died suddenly.

The world was his oyster.

Following spring he drove to the Tigers' Lakeland, Fla., encampment in a fancy car embellished with Neon signs which spelled "BOBO." Additional equipment: a horn which intoned, "Hold That Tiger."

'Diz' Disobeyed

Scene: Briggs Stadium. Pitcher: Paul ("Diz") Trout. Situation: two on, none out, and Jimmy Foxx at the plate.

Out strode Manager Del Baker. "Throw him your sidearm fooler," he advised Trout. Diz knew he couldn't control his sidearm delivery, and disobeyed orders. With the count 3-1 he reverted to an overhand pitch.

Home run!

Baker jawed Trout later. Protected Diz:

"I didn't want to walk him."

"One base is better than four," silenced Baker.

Mulcock Heads Region III

For G-E Air Conditioning

BLOOMFIELD, N. J.—William A. Mulcock has been appointed a regional manager of the General Electric Co.'s Air Conditioning Div. according to Jack S. Beldon, division manager of marketing.



W.A. Mulcock

Mulcock will have his headquarters in Chicago and will be responsible for the division's sales in Region III, comprising Wisconsin, Minnesota, Missouri, Iowa, Kansas, and North Dakota, and parts of Illinois, Indiana, Michigan, Nebraska, and South Dakota.

He replaces Lincoln M. Larkin who has resigned to accept the position of sales manager of the Industrial Div. of Seeger Refrigeration Co. in Evansville, Ind.

Mulcock joined General Electric in 1933 and has been with the company's Air Conditioning Div. since 1939. Prior to his present appointment he was manager of distribution planning for the division's Home Heating and Cooling Dept.

Friedrich Lists Winners Of Fishing Trip to Bimini

SAN ANTONIO—An all-expense-paid fishing trip to Bimini Island was recently awarded five air conditioner dealers in a sales contest sponsored by Friedrich Refrigerators, Inc.

More than 750 air conditioner dealers in a four-state area participated in the contest.

The winners who flew to Bimini in the Bahamas off the coast of Florida were: Charles McCrann, L. A. Fulenweider, and Gene Bohne of Texas; C. K. Jones of Oklahoma; and John Addis of Kansas.

Friedrich men accompanying them on the trip were Brent Oberer, sales manager of the Air Conditioning Div.; Bob Jones of the division; and Sid Healy, factory representative.

Air Conditioned Plant To Arise from Ashes

LOUISVILLE, Ga.—Citizens of Louisville and the surrounding community have launched a campaign to raise \$60,000 for the purpose of lending financial assistance to the General Shirt Corp. in the rebuilding of its plant here, recently destroyed by fire.

Officials said plans call for construction of a brick and metal plant covering an area of at least 25,000 sq. ft. The new plant is to be fully air conditioned.

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eration industry.

NLRB Rules That Pipe Fitters Can't Force Phila. Employers To Assign Rigging to Local

PHILADELPHIA—The National Labor Relations Board ruled recently that a pipe fitters' local union is not lawfully entitled to force or require Philadelphia area employers to assign the rigging work on any equipment to members of the local rather than to members of a riggers' union.

The ruling was made in a case involving installation of air conditioning equipment for the Fidelity-Philadelphia Trust building. NLRB Chairman Guy Farmer and Board Members Abe Murdock, Philip Ray Rodgers, and Albert C. Beeson participated in the determination of the dispute.

Board's Statement

In a statement of the case, the board said:

"On March 29, 1954, Frank W. Hake, James D. Hake, Glenn F. Hake, t/a Frank W. Hake, herein called Hake, filed with the regional director for the fourth region a charge alleging that United Association of Journeymen & Apprentices of the Plumbing & Pipe Fitting Industry . . . Local 420, AFL, herein called the Pipe Fitters, has engaged and is engaging in certain activities proscribed by Section 8 (b) (4) (D) of the Act.

"It was alleged, in substance, that the Pipe Fitters had induced and encouraged employees of Day & Zimmerman, Inc., herein called Day, and Williams H. Walters & Sons, Inc., herein called Walters, to engage in a strike or in a concerted refusal to work in the course of their employment, with an object of forcing Hake, Day, and Walters to assign certain disputed rigging work to members of the Pipe Fitters rather than to members of Riggers & Machinery Movers Local Union No. 161, affiliated with International Association of Bridge, Structural & Ornamental Iron Workers, AFL, herein called the Riggers. . . ."

In its "Findings of Fact," the board stated:

Walters To Furnish Tools, Labor, and Materials

"Day is the general contractor on the Fidelity-Philadelphia Trust building, the job involved herein. In October, 1953, Day subcontracted the installation of the air conditioning equipment for this building to Walters, the contract providing for Walters to furnish the necessary materials, labor, and tools.

"Prior thereto, on Sept. 17, 1953, Day entered into a contract with Hake, under which Hake agreed to furnish two stiff leg derricks and the necessary labor to operate them for the hoisting of pipe, valves, and fittings from the street level to the roofs of the building.

"Walters and Hake in turn orally agreed on the storage and delivery to the job site by Hake of large pipe, elbows, and other air conditioning materials, purchased by Walters from an outside source.

"In September, 1953, Hake assigned the rigging work to be per-

formed under its contract with Day to the Riggers with which Hake had maintained successive collective bargaining agreements for many years.

Pipe Fitters Claim Work

"However, shortly after this assignment was made the Pipe Fitters informed the employers that it laid claim to the rigging work for its members. McHenry, business agent of the Pipe Fitters, told one of the partners of Hake early in the fall of 1953 that 'you will never hoist pipe or air conditioning or anything with these derricks. We intend to take these derricks over.'

"To deal with the Pipe Fitters' claims and threats, a number of conferences were held between the employers and representatives of the two unions, but no agreement could be reached.

"No hoisting of pipe was done until Feb. 15, 1954, when, under a temporary agreement, a composite crew of Pipe Fitters and Riggers lifted one load of pipe. However, on the following day, the work ceased because the Pipe Fitters tried to change the composition of the crew in its favor and the Riggers thereupon tied down the rigging equipment.

"In an effort to have the work proceed, Day thereupon yielded to the Pipe Fitters' pressure and assigned the rigging work to it on March 8, 1954.

"However, a few days later, Day cancelled this assignment as null and void because Day was advised by its counsel that under the contract with Hake, only the latter was entitled to make the assignment of the disputed rigging work.

Jump on Truck

"On March 15, 1954, Hake sent a truckload of heavy pipe to the job site. As soon as the truck arrived eight members of the Pipe Fitters jumped on it to prevent the unloading.

"After police intervention, Hake's employees were able to hoist one piece of pipe to the roof. Before hoisting of a second piece of pipe could proceed, about 125 members of the Pipe Fitters streamed from the building and covered the sidewalk.

"Twenty-five pipe fitters jumped on the truck covering it completely. So as not to endanger the lives of these men, Hake had to stop further work.

"On the afternoon of March 15, 1954, Hake obtained a temporary restraining order against the Pipe Fitters . . . and thus was able to complete the unloading of the truck on the following day.

"The pipe so hoisted by the Riggers was subsequently marked by the Pipe Fitters as 'diseased.' The Pipe Fitters have since refused to install this pipe or permit the hoisting of other pipe although instructed to do so by the president of the Pipe Fitters' International, acting on instructions of the National Joint Board for

Settlement of Jurisdictional Disputes, Building and Construction Industry, herein called the Joint Board, to which Hake had appealed for intervention on March 15, 1954. . . .

"The Pipe Fitters contends that the Board is without jurisdiction, as the Joint Board is the appropriate agency for determining this dispute. . . . The Pipe Fitters asserts that it is entitled to work in dispute under its contracts with Day and Walters, by custom, practice, and decisions of the AFL, and under a certification of this Board. . . .

"On the record before us, we find that there is reasonable cause to believe that the Pipe Fitters engaged in activities proscribed by the Act, with the object of forcing the employers involved herein to assign the work of hoisting pipe and air conditioning equipment on the Fidelity-Philadelphia Trust building to its members rather than to members of the Riggers. . . .

"There is no evidence that the parties have adjusted their dispute, as contended by the Pipe Fitters. In fact, the continued refusal of the Pipe Fitters to work on the pipe hoisted by Hake and its obstruction of the hoisting of fur-

ther pipe points to the contrary. Nor is there any evidence that the parties have 'agreed upon methods for the voluntary adjustment of the dispute.'

The board next took up the "Merits of the Dispute," stating:

"At the time the Pipe Fitters first demanded of Hake that the disputed rigging work be given to its members, and at all times thereafter, Hake had assigned such work to its employees, members of the Riggers, with which it has a collective bargaining agreement.

"Hake was entitled to make this assignment under its contract with Day. There was and is no privity of contract between the Pipe Fitters and Hake, or any agreement or understanding between them requiring assignment of the work to the Pipe Fitters. Nor is the certification awarded to the Pipe Fitters on Dec. 1, 1953, of materiality to this proceeding. . . .

"Moreover, the instant dispute is not an isolated instance but part of a pattern of conduct by the Pipe Fitters which has been before the

Service & Supplies

Board in a recently decided case.

"In its Decision and Determination of Disputes therein, the Board found this pattern of conduct to constitute a continuing plan to effect a Pipe Fitters' monopoly of the disputed rigging work in the Philadelphia area to which it was not and is not lawfully entitled.

"In order to effectuate the policies of the Act, the Board broadened its determination in the cited case, so as to protect all employers in the Philadelphia area from an unwarranted continuation of the jurisdictional strike caused by the Pipe Fitters' attempts to take over rigging work from the Riggers.

"We find, accordingly, that the Pipe Fitters was not and is not lawfully entitled to require Hake or any other employer to assign the disputed rigging work to members of the Pipe Fitters rather than to employees assigned by the employers to perform such work. However, we are not, by this action, to be regarded as 'assigning' the work in question to the Riggers."

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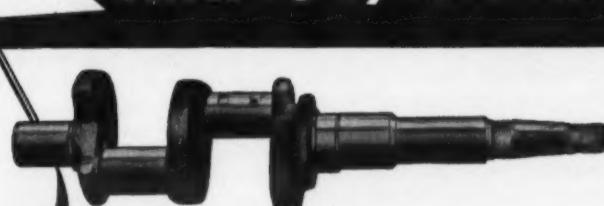
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F. M. COCKRELL, Founder

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Published Every Monday by
BUSINESS NEWS PUBLISHING CO.
450 W. Fort St., Detroit 26, Mich.
Telephone Woodward 2-0924.
New York Office: 521 Fifth Ave.,
Telephone Murray Hill 7-7158.
Chicago office: 134 S. LaSalle St.,
Telephone Franklin 2-8093.
Ohio Office: Commercial Bank Bldg.,
Berea, Ohio. Telephone Berea 4-7719.

Subscription Rates: U. S. and Possessions
and Canada: \$6.00 per year; 2 years, \$9.00;
3 years, \$12.00. All other countries: \$10 per
year. Single copy price, 40 cents. Ten or
more copies, 30 cents each; 50 or more copies,
20 cents each. Send remittance with order.

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VOL. 73, NO. 4, SERIAL NO. 1,332
SEPTEMBER 27, 1954

Reason for Happiness

Most optimistic aspect of our current business picture is the fact that our national economy at long last is capable of self-correction.

Merryle Stanley Rukeyser, business consultant and economic commentator for International News Service and Mutual Broadcasting System, voices that thought.

"Despite the rigidities of labor cost, business is seeking a level of activity based primarily on civilian demand. In the process, the excesses in inventory and in instalment and commercial credits are being adjusted, and a base line for further great growth and development will develop.

"Incidentally, the cynical expectation of men in the Kremlin that the inherent defects of capitalism would lead to a gigantic bust have been frustrated. Production is adjusting itself to reduced Federal spending and curtailed rearment program. Goods and services are circulating through the economic arteries without the narcotic stimulus of ever-rising Federal deficits.

"Instead of sales based on fears—fear of shortages, fear of inflation, or fear of vague calamities in the offing—we are moving into a situation where demand will hinge more on desire to buy. Thus there must be new wooing and cultivation of the customer, not only through courteous and seductive words, but also through visible evidence that the seller is genuinely determined to offer more for less. The salesman is coming back into his own. Sales arguments are being developed in the research laboratory.

"The adjustment will be made through acceleration of the economic revolution wherein mechanical energy (kilowatts of electricity) is increasingly substituted for expensive human energy. Thus conditions are propitious for growth and development of the power industry as the prime mover in this age of tremendous technological change."

They'll Do It Every Time Jimmy Hatlo



Sound Business Psychology Applied to Air Conditioning

Great advantage of air conditioning, Roy Eastman testifies, is that offices don't need transoms.

If transoms are eliminated salesmen won't expect orders to be thrown over them. So, they will go out to get orders personally.

"In the automobile business, in which over-the-transom sales orders would be welcome nowadays, salesmen are so busy reading *The Racing Form* that they don't see prospects when the latter wander in to the showroom," he smarts.

"That's the trouble with orders that come over the transom. We don't see the customers, and therefore we don't know how and why he bought. If we get too many of those Unearned Sales we deceive ourselves. We figger that our product is so good that it sells itself.

"Wrong again! Emerson's celebrated mousetrap was the purest fiction," Eastman avers.

Our homes and offices and plants are full of a lot of things that should have been replaced long ago with improved products. BUT—people who invent the improvements too often wait for orders to come in over the transom.

When orders don't arrive overnight they get discouraged, and figure that maybe what they're selling isn't as good as they thought it was.

So—they imitate competitors whose products aren't substantial—but who are getting business.

Thus they go broke.



Brown & Hinkle, Inc.
Pampa, Texas

Editor:

We have had a little difficulty with some merchandise manufactured by a supposedly reputable manufacturer.

We purchased a dual-temperature open display case from these people, which was under coiled, short on insulation and generally not worth a darn. Of course, after a few weeks of operation we realized what we had and so did our customer. We have replaced the merchandise for our customer.

The manufacturer does not accept any responsibility but very readily admits that he knew the case would not work when he sold it to us, that the particular case had been discontinued from their line due to the service problem but tells us in not a very nice way that he has his money and therefore is not worried about anything further.

What we would like to know is if there is any manufacturer's organization or any boards, etc. connected with the industry that we might report this to in order that other people handling refrigeration and air conditioning products would not get stuck by the junk we have.

Thanking you for any information or suggestions that you might be able to give us, I remain,

MALCOLM E. HINKLE

Answer:

Unfortunately there's no polic-

ing organization of the sort you mention in our industry. About your only recourse is to enter a complaint with the nearest Better Business Bureau.

Regretfully yours,
GEORGE F. TAUBENECK
Editor and Publisher

Fred R. Holden Co.
15 Ayers St.
Barre, Vt.

Editor:
Please send us two extra copies of your July 19 issue containing the article on purchasing direct from a distributor who can install and service market equipment.

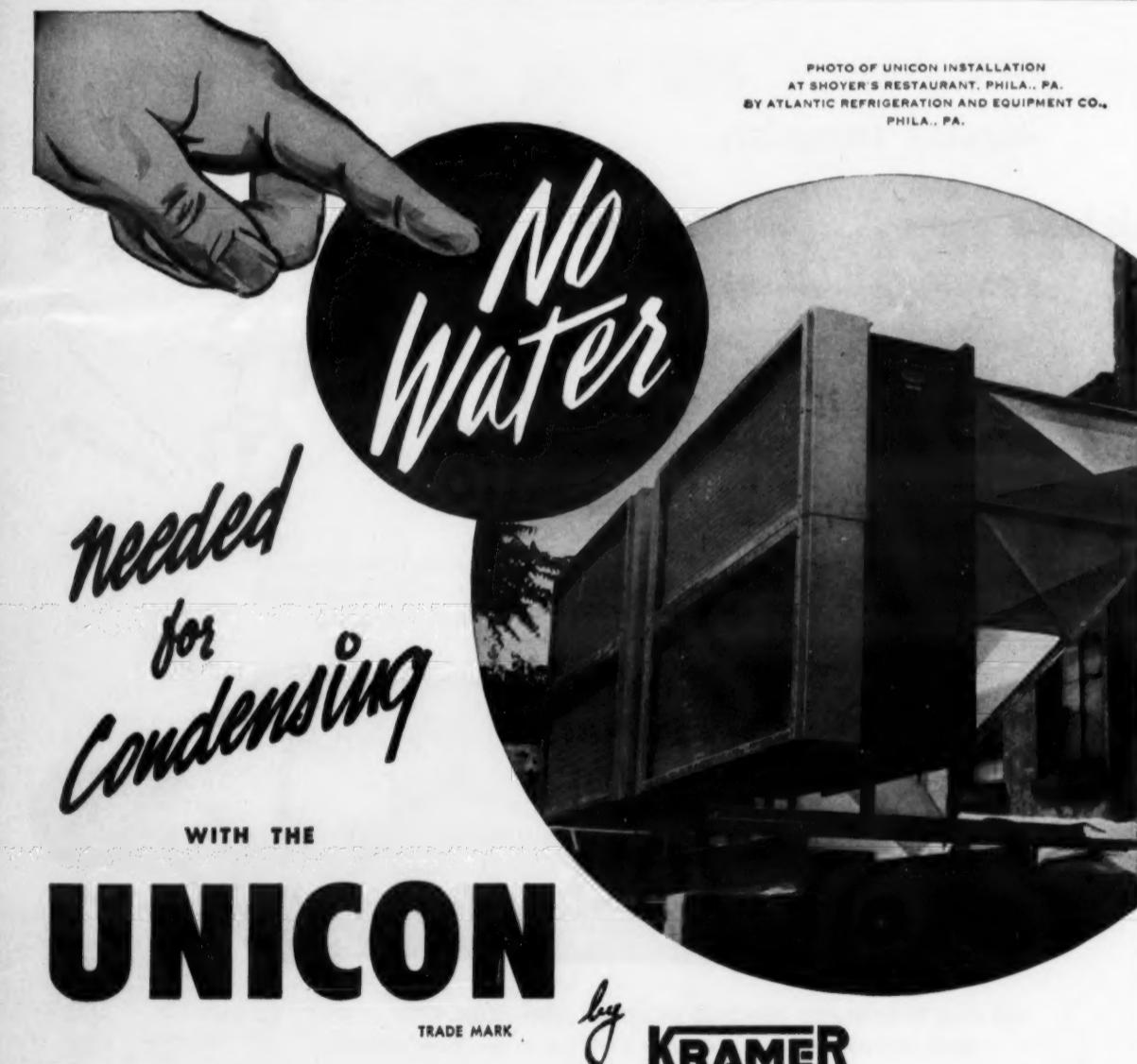
We are being choked to death here by factory-in-the-crate purchases through grocery chains.

Perhaps the skilled and trained men whom we have painstakingly trained through the years to see a grocer has satisfaction value with his purchase are not needed! Perhaps this factory-in-the-crate stuff needs no adjusting, needs no one but the handy man around the corner who never saw a factory service bulletin to install and service.

Maybe after twenty-five years of running over two states we have been mistaken all the time, and are idiots howling into a vacuum.

We are beginning to think so.
RUTH HOLDEN,
Partner

P.S. you may print this letter if you wish.



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WRITE FOR BULLETIN U-210

KRAMER TRENTON CO. • Trenton 5, N.J.

Modern Methods, Equipment Make 'Assembly Line' Setup Possible

NILES, Mich.—During the years immediately following World War II an aggressive Tyler administrative organization, an advanced engineering staff, and an experienced fabricating and assembly group concentrated their combined efforts on an extensive program of plant modernization—to provide the latest facilities for manufacturing a complete line of welded-steel commercial refrigerators, walk-in coolers, storage freezers, home freezers, and milk coolers.

This program has been in effect over a 10-year period and all of its major objectives have now been achieved. As a result Tyler now faces an expanding market for commercial refrigeration products with expanded, modern, efficient plant facilities strategically located to serve the entire nation.

The Tyler line is complex—with over 500 different models manufactured on 20 production lines in four different plants. Various combinations of materials are routine: both ferrous and non-ferrous metals and wood; tubing, castings, sheet, bar steel, and angle iron. Glass, plastics, assemblies involving motors—extrusions, baked enamel, and vitreous enamel sur-

(Continued on next page)

Stainless Steel Models Included In Tyler's New Reach-In Line

NILES, Mich.—A new and completely re-styled line of reach-in refrigerators, in both stainless steel and white enamel refrigerator finish, will soon be rolling off Tyler Refrigeration Corp.'s production lines, states Robert L. Tyler, president of the firm.

Marked by new and modern styling, the line will include both remote and self-contained "package" models. Six stainless steel, and eight white models will be offered, with capacities ranging from 20 to 83 cu. ft.

The 35-cu. ft. model in both stainless and white will be available with regular or sliding doors; and a wide variety of door arrangements in all models will make the line suitable for widest use in the various types of applications for reach-in models.

Among the stainless steel models are 83-cu. ft., 66-cu. ft., and 53-cu. ft. sizes, and a 35-cu. ft. slide door model. Specially designed cooling units are employed.

Tyler Completes 10-Year Expansion Program with Four Plants Producing More Than 500 Models

(Continued from Page 1)
clude stainless steel reach-ins, and also beverage coolers, ice cream cabinets, and other low temperature cabinets.

With a 6,000-ft. addition to its welding department completed this year, the Waxahachie plant has begun the manufacture of a complete line of Tyler open self-service refrigerated display cases, and other commercial refrigerator products, duplicating many of the production facilities at the main plant in Niles.

Shipments to customers are made on the basis of whatever plant will get the product to the customer fastest and most economically.

Tyler points out that many of the industry's products are still bought on an f.o.b. plant basis, and with an estimated cost of 9% of the over-all cost going for freight on commercial refrigerators, which may run as high as 15% in some remote areas, there is a considerable chance for savings on the freight item.

New Production Equipment

In 1953 the Harder Div. got a \$200,000 paint department addition, including all new conveyorized Bonderizing, automatic painting and drying equipment; \$100,000 in machinery additions in the welding departments; and a 24,000-ft. steel room addition. A new office building of 16,000 sq. ft. housing all administrative and engineering personnel was erected.

At Waxahachie, in addition to the welding department addition, some 8,000 sq. ft. was added to the assembly department for the assembly and testing of self-contained equipment.

While there have been no physical additions to the Smyrna plant, a large area of warehouse space formerly devoted to storage has been made into productive floor area.

This was necessitated by the entry of the Wilson Div. into the bulk milk cooling field. Wilson now produces its own full line of stainless steel bulk storage tanks, ranging in size from 75 gal. to 500 gals. These tanks are produced in a succession of welding and buffing steps whereby the tank moves progressively from one small canvas lined booth to another through a series of intricate fabricating steps.

The headquarters plant on Lake St. in Niles was started in 1944, with 40,000 sq. ft. of plant floor space in the first unit. This has been increased to 283,000 sq. ft. at the present time, with practically all new machinery and production equipment installed since the war to permit the mass production of commercial refrigerator equipment.

All four divisions of Tyler have a combined floor space of more than 650,000 sq. ft., and employ a total of 1,300 people. Such figures mark quite a contrast with the original plant in Muskegon Heights, Mich. that had 3,200 sq. ft. and a starting payroll of three employees.

How It All Started

Tyler Refrigeration Corp. had its beginnings as an idea in the mind of one man. That man was Jerry Tyler, and in 1927 he was assistant sales manager of the Bennett Pump Co. of Muskegon, Mich. Before that he had worked for Shaw-Walker, selling steel desks and filing cabinets, where he had been impressed with the possibilities which metal presented for mass production.

Jerry Tyler had also noted the revolution in merchandising which was being led by the chain stores, and noted that the dominant factor in their merchandising was display. One day he particularly noted a display fixture which had four shelves designed in a pyramid shape. He puttered around with

some designs in a basement workshop, and concluded that such a stand could best be made of metal.

The pyramid display stand somehow seemed to exemplify both of the ideas which had fascinated him, and he decided to form his own company to manufacture it, and perhaps other products which would help to sell merchandise by displaying it effectively.

Form Company In 1927

So, Jerry Tyler formed the Tyler Sales Fixture Corp. on Sept. 23, 1927, with a starting force of three employees and a 3,200-sq. ft. plant and office property in Muskegon Heights. It made a variety of display stands and fixtures, and numbered Sears Roebuck and Montgomery Ward among its customers.

However, when the Depression years hit, the volume in these items began to vanish. Sears and Wards dropped out as customers, and the company decided to concentrate on equipment for the food retailing field, with the feeling that this field offered a more assured and stable market for products which the firm might make.

So Tyler started to make steel shelving, steel counters, tables, and eventually a rather complete line to display "dry" grocery items and some produce items. Then Jerry Tyler, in collaboration with another man, developed a vapor head for vaporizing water. This was made a part of what later became well-known as the Tyler vapor-cooled produce rack.

This led Tyler into closer contact with equipment for the display and preservation of perishables. Jerry Tyler observed closely the nature of the refrigerated display equipment being manufactured at that time, and believed that an opportunity was at hand for the mass production of welded metal refrigerated fixtures.

Manufacture of products of this nature required more space than was available in the Muskegon Heights facility, so another plant site was sought. An attractive offer came from the Chamber of Commerce at Niles, Mich., so the

management decided to take over an old cotton mill there, and moved in 1932.

Began In Niles Plant

Then Tyler started to put commercial refrigerators on the assembly line, developed removable glazing assemblies, and worked out other innovations in the production and fabrication of such equipment which are now in the realm of standard practice in the industry.

This experimentation led to the introduction in 1935 of the first welded-steel meat display case, a move which projected Tyler into national prominence.

By 1937 Tyler had become a considerable factor in the commercial refrigerator industry, and in that year acquired the facilities of the Dry-Kold Mfg. Co., a 40,000-sq. ft. plant, on Front St. in Niles. Also in that year the company's name was changed to Tyler Fixture Corp.

Many product developments followed in rapid succession. Tyler pioneered sectional metal-clad, walk-in coolers in 1937, followed by welded-steel dairy boxes, reach-in refrigerators, beverage coolers, tap boxes, and varied types of refrigerated display cases.

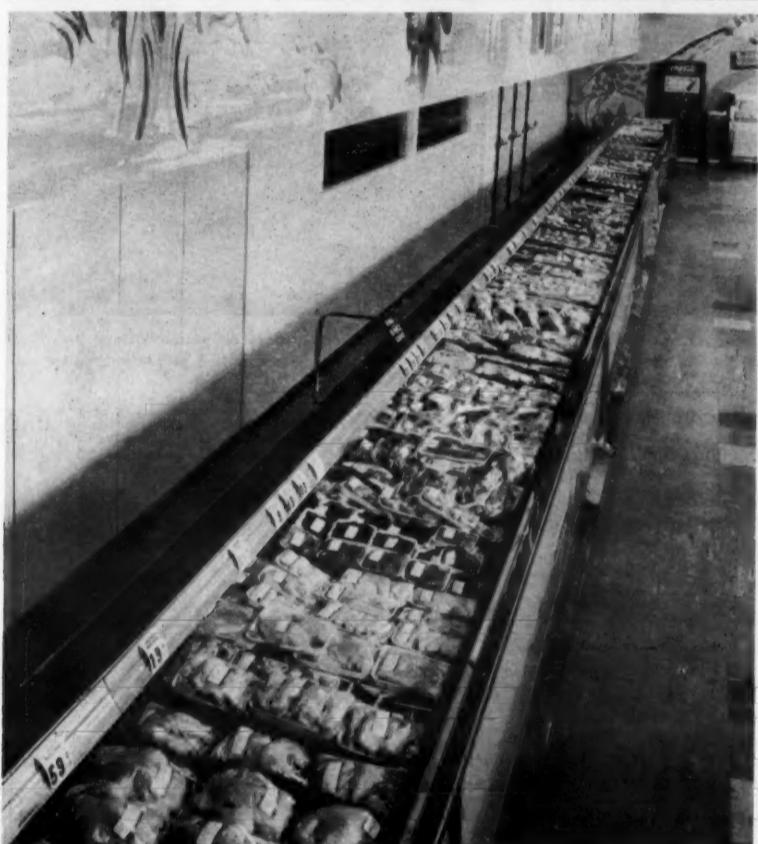
In 1941 the firm acquired acreage just outside the city limits of Niles, and in 1944 the first unit of the present Lake St. plant was ready, providing 40,000 sq. ft. of additional floor area. This has since been increased to 283,000 sq. ft. of floor space.

Although Tyler's production facilities were devoted almost entirely to manufacture of items for the Armed Forces during the War, a research program was kept active to develop products for the industry in the postwar period.

Following through on its plans for postwar development, the company in 1944 acquired the Harder Mfg. Corp., Cobleskill, N. Y. Harder had been one of the earliest producers of refrigerators in the U. S., having been formed in 1858.

Acquisition of the Harder facilities was done for two reasons—to get an eastern plant, and to diversify the company's manufacturing

(Concluded on Page 35)



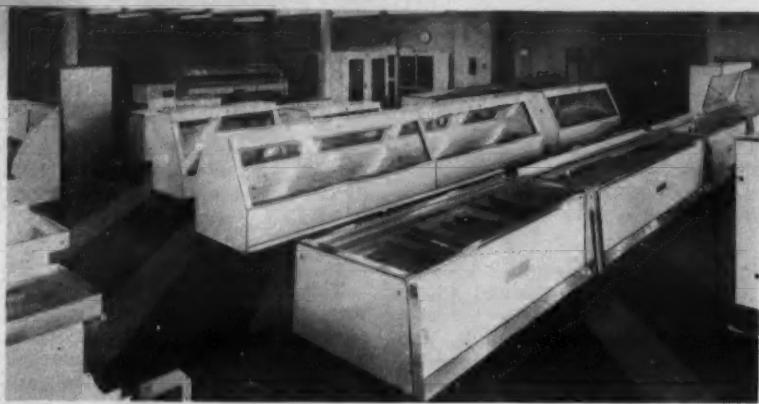
PLANT EXPANSION PROGRAM in which Tyler Refrigeration Corp. has been engaged in the past 10 years has enabled firm to mass produce such new products as its line of low-height self-service meat cases not only in the main plant in Niles, but in duplicated facilities in its Waxahachie, Texas plant.



JUST NOW BEING INTRODUCED by Tyler is a new line of reach-in refrigerators, including stainless steel models. One of the new models is the 66-cu. ft. unit pictured here. Modernization and expansion of facilities will make it possible for Tyler to produce the reach-ins at its Harder Div. plant at Cobleskill, N. Y.



AT THE END OF THE ASSEMBLY LINE at the headquarters plant in Niles, Mich., which has been enlarged and equipped with new machinery in the company's expansion program, Tyler's President Robert L. Tyler (right) checks over one of the new 1954 model low-height refrigerated sales cases, mass produced with modern assembly line methods.



THE BIG COMMERCIAL REFRIGERATOR LINE produced by Tyler is both complete and flexible, with more than 500 models. This display room at the Niles, Mich. headquarters shows some of the many types of units offered, all produced by assembly line methods.



FROZEN FOOD SALES CASES on the production line. Note storage racks filled with necessary parts and located within handy access to production line workers.



CONTINUOUS INSTALLATION of Tyler open frozen food and ice cream cases glazed with Thermopane.

Why TYLER uses Thermopane* in its refrigerated cases



The Tyler Refrigeration Corporation has made good use of a basic selling truth—"the more merchandise you show, the more you sell." That's why Tyler uses large areas of Thermopane insulating glass to make frozen foods easy to see, easy to buy. Then, too, only Thermopane has the famous Bondermettic Seal which prevents condensation between the panes and keeps dirt out of the insulating air space. In Thermopane there is no organic material to deteriorate. To get all the facts, write to: Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

LIBBEY · OWENS · FORD
a Great Name in GLASS

Mass Production Techniques Used In Producing 500-Model Line --

(Continued from preceding page)
faces are in regular production. Over 280,000 sq. ft. of floor space in the Tyler, Niles, Mich. plant alone is devoted exclusively to the manufacture of open display cases, slide-door reach-ins, walk-in coolers, conventional meat cases, "rolling cold" packaging conveyors, and condensing unit assemblies.

A total of 370 lin. ft. of track facilitates the assembly of open produce sales cases and frozen food sales cases; 310 lin. ft. of track is in place for open meat sales case assembly; 310 lin. ft. of track keeps open dairy sales cases rolling off the assembly line.

There are more than 1,700 lin. ft. of main assembly lines in the Niles plant. Other similar assembly lines are in operation in three other plants located at Smyrna, Del., Cobleskill, N. Y., and Waxahachie, Texas.

Nearly \$3,000,000 worth of new equipment has been installed in these plants during the expansion program of the past 10 years, including punch presses, dies, brakes, shears, painting booths, and ovens, plus warehousing and handling facilities.

Maintenance crews have worked around the clock building parts racks, running power lines, installing assembly tracks, and completing many other operations for

better methods and handling of raw materials.

Tyler production executives claim that still unique within the commercial refrigerator industry is the company's method of storing all prefabricated parts in large quantities beside assembly lines—and ticketing each welded shell at the head of the line with

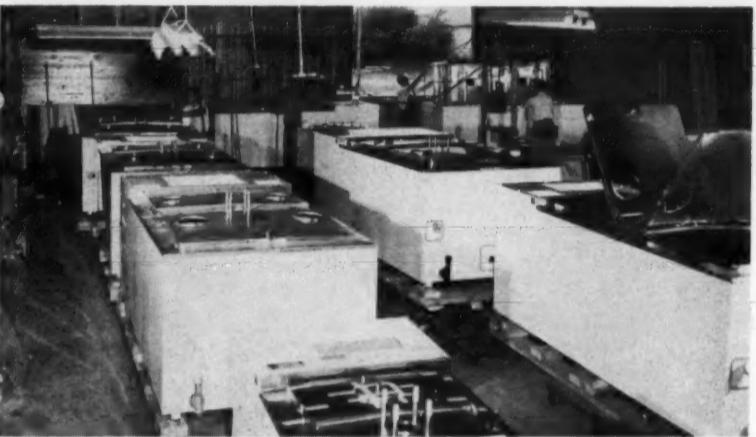
the specific features and custom details specified on the customer's order.

By this method, from a small number of basic welded shells Tyler achieves its 500 plus models. It is this unique flexibility that has enabled Tyler to give a custom touch to their regular line

(Continued on Page 16)



SUB-ASSEMBLIES ARE BEING FUSED here in production line of multiple-shelf dairy and meat sales cases.



DEMONSTRATION OF A MASS PRODUCTION technique practiced at the Wilson Div. plant in Smyrna, Del. is shown as it applies here to a long assembly line producing Wilson bulk milk coolers.



NEWLY DESIGNED double-duty frozen food display cases on Waxahachie, Texas plant assembly line, where one of many in a series of sub-assemblies will be completed.

St. Regis PANELYTE Congratulations

Tyler Refrigeration Corporation

With the formal completion of a major expansion program Tyler Refrigeration Corporation has passed another milestone in its march of progress. St. Regis Panelyte is proud of its association with this outstanding organization and the part it has played in this company's growth.

St. Regis Panelyte's technical information, experience and manufacturing skill and facilities serve the air conditioning and refrigeration industry with products such as:

- **Laminated Products**—Inner door-liners, breaker-strips and evaporator mounts
- **Injection Moldings**—Door-liners, evaporator doors, frames, breaker-strips, crisper pans and other accessory parts
- **Vacuum Forming**—Door-liners, evaporator doors, frames, breaker-strips, crisper pans and other formed thermoplastic parts
- **Compression Moldings**
- **Panelyte (Industrial)**—Laminated sheets, rods, tubes, fabricated parts for electrical insulation
- **Panelyte (Decorative)**—"the modern surface" for kitchen counter and sink tops, in colors and patterns to complement the trend to color in domestic refrigerators

St. Regis Panelyte manufacturing plants are located in:
Trenton, New Jersey Richmond, Indiana
Kalamazoo, Michigan St. John's, Quebec, Canada

Cambridge-Panelyte Molded Plastics Company manufacturing plants, in:
Richmond, Indiana Cambridge, Ohio

Panelyte Division
St. Regis Paper Company
230 PARK AVENUE, NEW YORK 17, N. Y.

CONTRIBUTIONS TO A GROWING ECONOMY

In tune with America's vigorous, dynamic economy is Tyler Refrigeration Corporation's long-term expansion program, now well under way.

We, at Crucible, congratulate Tyler on their long stride forward.

This is the progressive spirit that spurs the rapid growth of so many members of the nation's industrial family, most of whom we count as valued customers, and that insures a sound and prosperous future for all Americans.

CRUCIBLE

first name in special purpose steels

54 years of *Fine* steelmaking

CRUCIBLE STEEL COMPANY OF AMERICA, GENERAL SALES OFFICES, OLIVER BUILDING, PITTSBURGH, PA.
Midland Works, Midland, Pa. • Spaulding Works, Harrison, N. J. • Park Works, Pittsburgh, Pa. • Spring Works, Pittsburgh, Pa. •
Sanderson-Halcomb Works, Syracuse, N. Y. • Trent Tube Company, East Troy, Wisconsin • National Drawn Works, East Liverpool, Ohio



(ABOVE) STEEL SHEETS are punched on this huge multiple punch press before they go to the power brake machines, in one of the production operations at the headquarters plant in Niles, Mich.



(ABOVE) FREEZER DOOR PARTS are formed with a 300-ton Verson press in one of the production operations at the Cobleskill plant. A good part of the expansion program completed this year by Tyler has been involved in equipping its plants with modern equipment such as is shown here.



(LEFT) ROLLER CONVEYOR assembly line production of the Harder-Freeze line of upright farm and home freezers is carried out at the Harder Div. plant in Cobleskill, N. Y.



PRE-FORMED PARTS ARE SYSTEMATICALLY stored in the Niles headquarters plant to feed assembly lines as needed, and to insure uninterrupted production flow.



AFTER RAW SHEETS of steel have been cut to size, they are formed on one of these mammoth brakes. Battery of brakes pictured here are typical of production line methods used in the Niles plant.

Another job
done better with
Verson equipment



Verson

salutes Tyler Refrigeration
and its 10 year expansion program

The Verson Major Series Press Brake shown above is just one of the Verson machines that is contributing to efficient production at Tyler Refrigeration Corporation, Niles, Michigan. Verson is proud to play a part in Tyler's significant expansion program—proud to be able to include Tyler's name in the long list of leading manufacturers who rely on Verson equipment.

In addition to press brakes like the one shown, Verson offers the manufacturer of metal products a complete line of small brakes, mechanical and hydraulic presses of all types, tooling and accessories. Whether the need is for a single press brake or an entire press shop, complete with tooling, Verson has the experience, know-how and facilities to fill the requirements.

If you use presses or brakes of any kind, write for the catalog described at the right. It could be the first step toward more efficient and more economical production for you.

A Verson Press for every job from 60 tons up.



ORIGINATORS AND PIONEERS OF ALLSTEEL STAMPING PRESS CONSTRUCTION

VERSON ALLSTEEL PRESS CO.

9300 S. KENWOOD AVENUE, CHICAGO 19, ILLINOIS • 501 LAMAR AT LEDBETTER DRIVE, DALLAS, TEXAS

MECHANICAL AND HYDRAULIC PRESSES AND PRESS BRAKES • TRANSMAT PRESSES • TOOLING • DIE CUSHIONS • VERSON-WHEELON HYDRAULIC PRESSES



Catalog G-53 gives design details and representative specifications for the entire Verson line. Write for your copy, today.

New Machines, Methods Speed Production-

(Continued from Page 14)
models, to hold down their finished goods inventories, and to make quick changes.

The very complex nature of Tyler's production has developed an unusual group of production supervisors, competent production control personnel, and a very high ratio of foremen to workmen.

The main commercial refrigerator plant, located in Niles, lends itself to mass production and is representative of the company's plant layout and production methods in all four plants.

The building of glass and steel construction is all on one floor and has over 280,000 sq. ft. of manufacturing floor space. The latest addition to the Niles plant was

made in 1952 with over 32,000 sq. ft. of warehouse space. This is located next to a modern and up-to-date loading dock, equipped with power ramps and excellent conveyor handling facilities for loading or unloading trucks or railroad cars.

In all of the plants, the most modern machinery is employed for the preparation of ferrous and non-ferrous metals for press, brake, and stamping operations. All types of power and hand cutting equipment are used.

Every piece of steel which passes through the shearing operations goes into the punching and stamping departments as the first step of its processing. Here

(Continued on next page)

We take pride in supplying

TYLER REFRIGERATION CORPORATION

with L.O.F. Polished Plate, Crystal Sheet, and Window Glass for use in their products which are known throughout the land.

The Toledo Plate & Window Glass Co.

"Serving the trade since 1889"

Toledo, Ohio

Grand Rapids, Michigan

Detroit, Michigan

Cleveland, Ohio

Welding Key to Production Improvements

(Continued from preceding page) the efficient use of good machinery, tools, and dies begins. From the multiple punching operations performed by the large flat bed presses to the simple notching operations performed by smaller presses.

Flat bed trucks bring sheets of steel and aluminum to the west receiving dock. Here, overhead track ways and power devices stack the steel and aluminum neatly in piles ready for the huge power shears and mammoth power brakes.

These brakes and forming presses are arranged in batteries so that a single sheet of steel may

be processed on a production basis by the employment of as many as five brakes in a row and where sheets are formed from 6-ft. to 12-ft. lengths ready for welding operators.

In the production of Tyler commercial refrigerators, welding is a vital part. Virtually every type of welding is employed in all Tyler plants, including gas, Heliarc, jig, spot, and seam welding. From the brazing operations performed on copper tubing to complex jig welding, plant workers perform efficiently dozens of complex and precision welding operations.

The importance of this portion of the production process can best



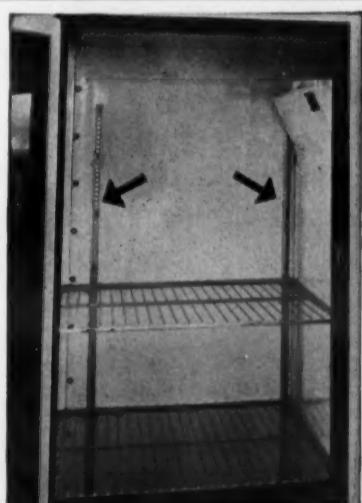
MEN WHO PLAYED MAJOR ROLES in carrying through the Tyler 10-year expansion program, Executive Vice President Joseph W. Krall (left) and President Robert L. Tyler (right), watch a jig welding operation being set up at the Niles plant.



HIGHLY SPECIALIZED SKILLS are utilized to perform precision Heliarc welding operations, being employed in the above picture on the 18.4 14-gauge seamless welded stainless steel interior Wilson bulk milk cooler tank at the Smyrna plant.

To support
refrigerator
shelves
TYLER
depends on

KV

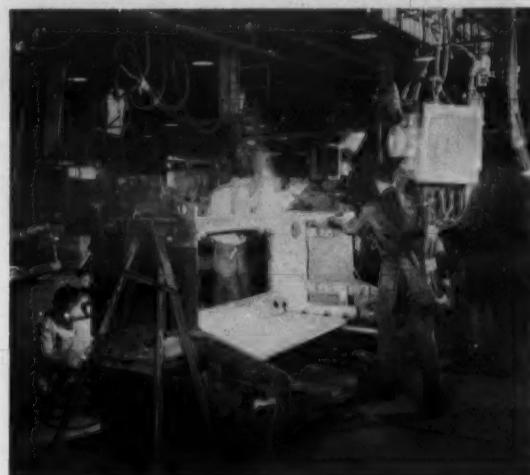


K-V No. 233 Adjustable Shelf Standards and No. 237 Shelf Supports provide 1/2 inch adjustment in this Tyler Refrigerator.

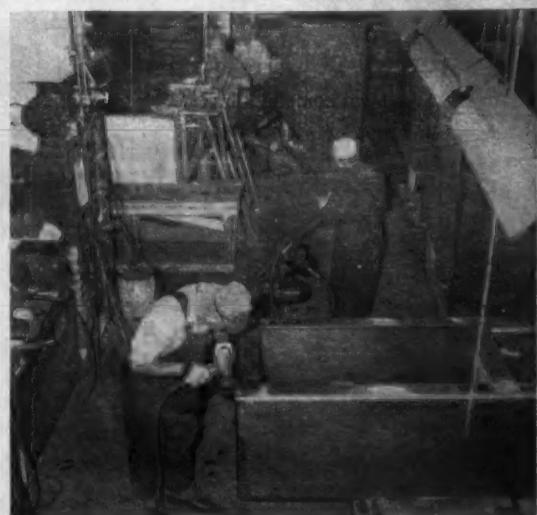
K-V Standards are numbered to simplify adjustment and insure perfect alignment.

Available in stainless steel, solid brass and steel electroplated.

KNAPE & VOGT MFG. CO., Grand Rapids, Mich.



WELDING METHODS employed by Tyler follow closely those used in the automotive body welding processes. Shown in the picture above is a steel shell of refrigerator in a precision jig, employing gas and electrical spot welding. Tyler was a pioneer in welded steel construction in the commercial refrigerator field.



GRINDING DOWN the rough edges of a weld on a freezer shell is just one of the many grinding and buffing operations carried out in the carefully supervised metal finishing operations, aimed at insuring that parts are as perfect as possible before painting.

be exemplified by the use of the words "Welded-Steel" on Tyler literature and national advertising.

One of the most interesting of the welding operations is a special jig welder, a method employed in the automobile body welding in-

dustry. Here, continuous display case shells are welded into shape ready for final assembly lines. Special parts are swiftly placed into position and welded into one indestructible piece. Each welded steel shell is uniform in shape and size. When completely assembled,

continuous units are quickly installed and line up perfectly.

Immediately after welding, interior and exterior parts are sent to metal finishing departments where grinding and buffing operations are performed. All metal

(Continued on Page 20)

PENN Controls Contribute to TYLER Quality

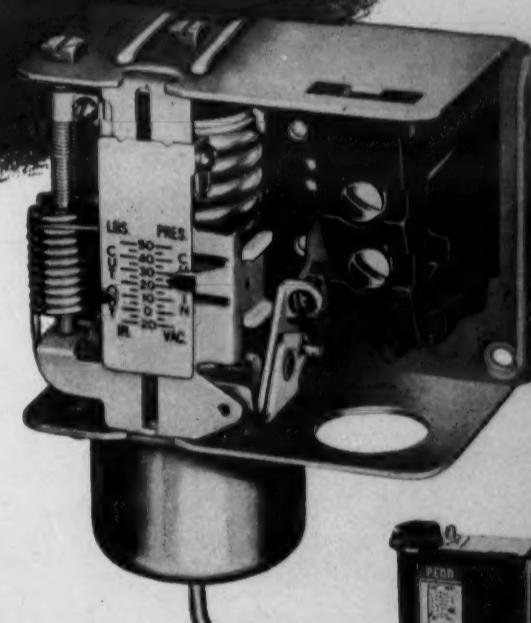
Easier to Install...

Simpler to Adjust!

PENN SERIES 270 SINGLE-POLE REFRIGERATION CONTROL

Differential
Adjusting
Screw

Range
Adjusting
Screw



Just three easy steps to install...
two steps to adjust the Penn Series 270
single-pole refrigeration control.

HERE'S HOW TO INSTALL IT...

- 1 Mount control on compressor unit or any flat surface (universal mounting bracket furnished).
- 2 Connect flare nut on power element capillary to compressor suction valve.
- 3 Remove control cover and make two electrical connections (terminals are easily accessible).

AND HERE'S HOW TO ADJUST IT...

- 1 Turn range screw to raise or lower cut-in setting as required (differential remains constant).
- 2 Turn differential screw to raise or lower cut-out setting independent of cut-in setting (this narrows or widens differential).

And, adjustment is even simpler because of Penn's direct-reading, calibrated scale indicating cut-in and cut-out settings. Time-wasting subtraction or addition is eliminated.

Series 270 available in single and double pole construction... with or without external adjusting knob.

For low cost, top performance and greatest simplicity in installing and adjusting... ask your wholesaler for the Penn "270" Single-Pole Refrigeration Control. **PENN CONTROLS, INC., GOSHEN, INDIANA.** Export Division: 13 E. 40th Street, New York 16, N. Y., U. S. A. In Canada: Penn Controls Limited, Toronto, Ontario.

PENN
AUTOMATIC CONTROLS

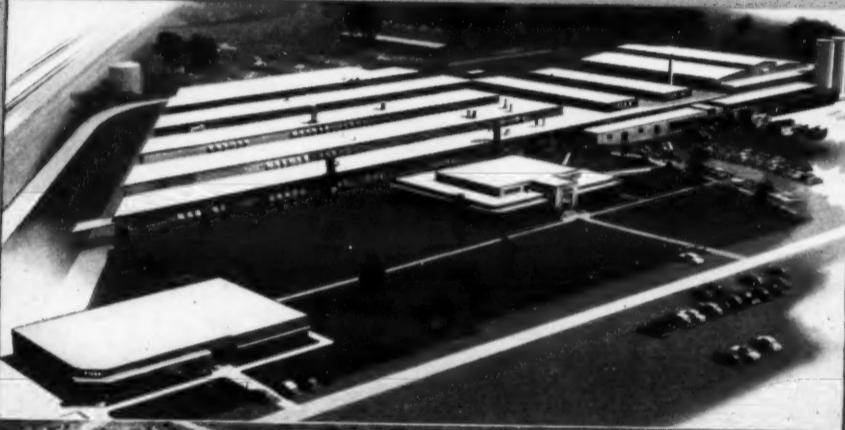
FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES

Most complete line of Sales-Cases, Service Cases, Walk-in Coolers, and Sectional Storage Freezers for food stores of all types! • Most complete line of Reach-In Refrigerators (white and

WE'RE BETTING

10-year program of plant expansion is based on

NILES, MICHIGAN



COBLESKILL, N.Y.



WAXAHACHIE, TEXAS



SMYRNA, DELAWARE



stainless), Walk-In Coolers, and Storage Freezers for hotels, restaurants, institutions, all eating places. • Bulk Milk Coolers and Can-type Milk Coolers for the dairy farm. • Home Freezers.

ON YOU!

confidence in the TYLER Tyler-Agent team!

The completion of TYLER'S BIG EXPANSION PROGRAM represents *an investment in your future!* It's based on confidence in America, in the continued progress of the food industry as a whole, in the inventiveness and ability of Tyler employees, in the cooperation of our many suppliers of top quality materials, and on a lot of other things.

But primarily it's based on confidence in the ability of the Tyler, Tyler-Agent team to design, make, sell, install and service more and more Tyler products on a mutually profitable basis!

The biggest opportunity for growth in the history of the commercial food refrigeration industry is now opening up for hundreds of Tyler Agents in all parts of the country!

Watch Tyler grow!

FAMOUS TYLER FIRSTS

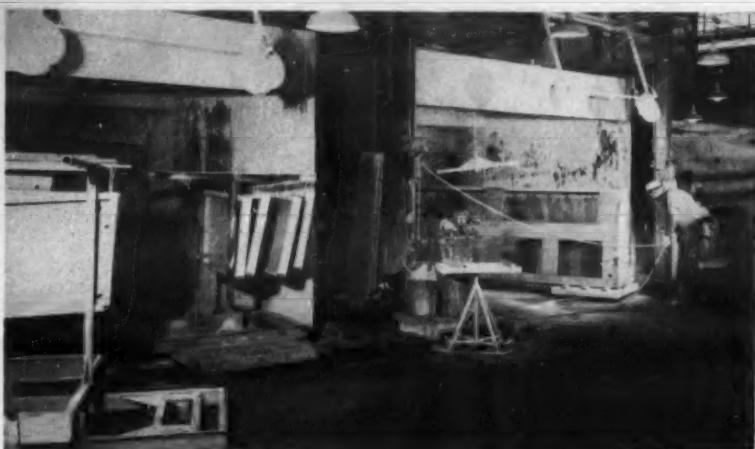
- 1935 Welded-Steel Meat Cases
- 1937 Sectional, Metal-Clad Walk-in Coolers
- 1944 Open Frozen Food Display Cases
- 1947 Automatic Defrost with Blower Coils
- 1948 High-Level Refrigeration
- 1949 Multiple-Shelf Open Meat Cases
- 1950 Refrigerated Display Tables
- 1951 Sectional Storage Freezers
- 1952 Strata-Flow, Tru-Line Locking Device
- 1953 Rolling-Cold Packaging Conveyors
- 1954 Easy-see, Easy-bend, Easy-reach Sales-Cases

Tyler Advanced Design pays off for you!

TYLER

THE BIG NAME IN COMMERCIAL FOOD REFRIGERATION!

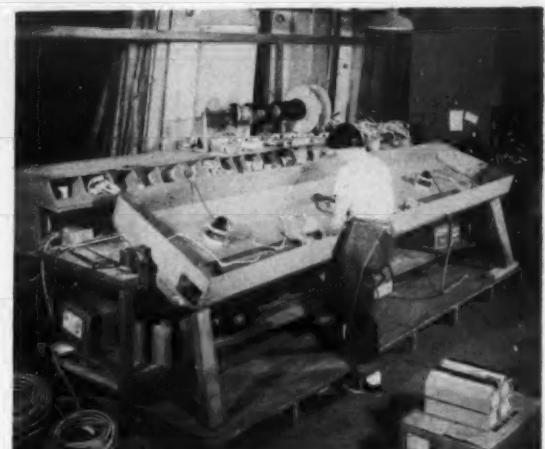
TYLER REFRIGERATION CORPORATION, NILES, MICHIGAN



SPRAY PAINTING operations in the finishing of a service meat display case. Since a considerable portion of the Tyler products are finished in a high-baked synthetic refrigerator enamel, modern wash spray booths and the modern mixing and spray-gun equipment are used.



HUNDREDS OF TYPES of sub-assemblies of complex design are fabricated by Tyler. Important parts combine all types of ferrous and non-ferrous metals, glass, rubber, neoprene, etc. Here an employee is shown wiring fluorescent light channels.



TYPICAL SUB-ASSEMBLY operation at the Niles plant is one such as the above, where the employee is installing the blower, motors, and fans for a new Tyler open refrigerated sales case.



DOUBLE-TUNNEL OVEN, of the oil-fired, conveyor type, provides continuous operation for baking on of synthetic refrigerator enamel.

Modern Plant Setup

(Continued from Page 17)

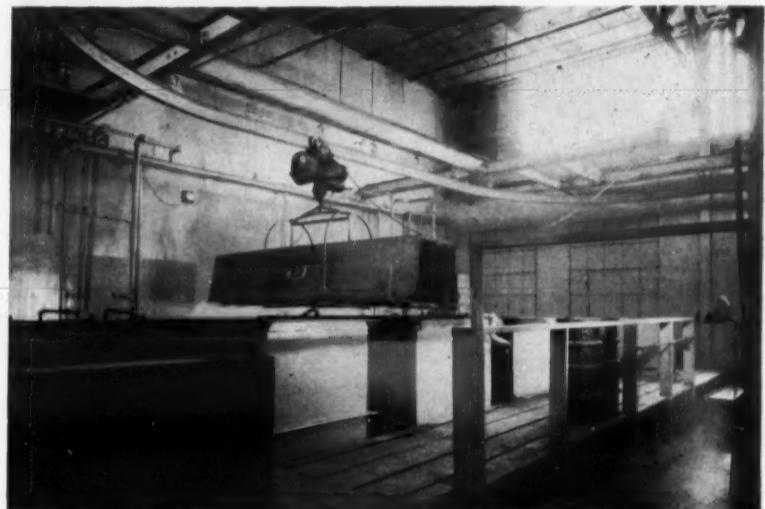
finishing is under careful supervision so that steel shells and other parts are absolutely clean and smooth before going to paint and porcelain enamel departments.

The company operates two porcelain enameling plants, one in Niles and the other in Waxahachie, Texas. The quality of porcelain finishes requires fine, modern enameling facilities.

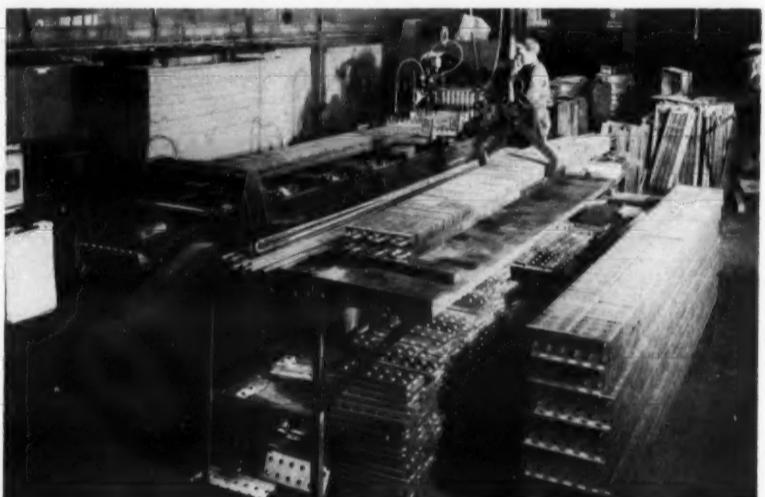
A very large portion of Tyler production is finished in high-baked synthetic refrigerator enamel in all four plants. Modern, water wash spray booths and the finest mixing and spray gun equipment are used by experienced and well trained spray operators. In all plants continuous type ovens of various sizes are used, and perfect control of oven temperatures is assured at all times.

There are many separate sub-assembly departments throughout the Tyler plants—and strategically located to eliminate extra handling. Sub-assemblies are of complex design and many are power activated demanding intricate wiring. Many employ volatile gases held under pressure and, therefore, must be precise, carefully fabricated, and thoroughly tested.

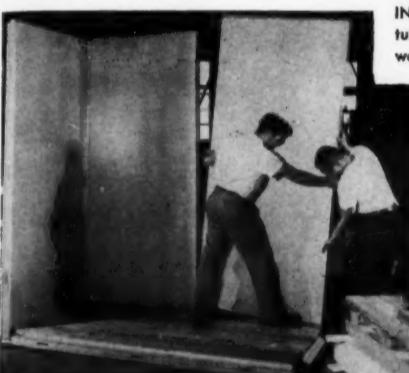
Another major division is the manufacture and assembly of a wide variety of commercial refrigerator coils. Thousands of feet of copper tubing are processed; fins are automatically placed in proper alignment over the tubing;



"PICKLE ROOM" is where metal goes through a series of acid baths and neutralizer in order to remove grease, scale, and other foreign matter. Dunking metal in six tanks and a dryer insures best possible results during vitreous porcelain enameling operations.



IN THE COIL DEPARTMENT (only part of which is shown here) thousands of feet of copper tubing are processed. Fins are automatically placed in proper alignment over the tubing; welding operations are performed so that tubing will be continuous. All equipment used here is specially designed for Tyler.



BEING SET UP FOR a test before shipment to a customer is a restaurant walk-in cooler. All Tyler walk-ins are subject to rigid testing before shipment.



HELIARC welding is used on extruded aluminum door frame, in one of the production operations at the Niles plant.



DALLAS TULSA HOUSTON

LOS ANGELES OAKLAND

NATIONAL LOCK refrigerator hardware

for • DOMESTIC • COMMERCIAL
• LOW TEMPERATURE CABINETS

Surface Type Hardware

"Thru-the-Door" Hardware

Edge-Mounted Hardware

Thermoplastic and Thermo Setting Plastics

Finished Pressure Zinc Die Castings

Standard and Special-Purpose Screws and Bolts

standard and custom-built designs
to meet your specific requirements

ask us about them

NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS • REFRIGERATOR HARDWARE DIVISION

AIRWAY KEEPS PACE WITH TYLER EXPANSION!



1940—A small, converted garage marked the first site of the Airway Finishing Corporation, founded by Edwin F. Schild in 1937. With customer acceptance established and rapidly growing, Airway shifted production in 1940 to what was then, these larger quarters in a remodeled building. (Note Tyler semi-trailer at loading dock.)

1954—New Airway plant, constructed in 1952 at Schiller Park, Ill., covers 42,000 sq. ft. and is located on 6 acres of land to provide ample space for future expansion. It provides floor space for Airway's complete designing, engineering, fabricating and finishing operations. Expansion was accelerated by skyrocketing customer demand for Airway's patented (No. 2414334) design of a new type of shelving which eliminated any use of nuts, bolts or other hardware—enabling the customer, for the first time—to make complete shelving assembly without use of tools!



THOUSANDS OF LEADING INDEPENDENT AND CHAIN FOOD STORES ACROSS THE COUNTRY—depend on Airline for effective mass merchandising!



AIRLINE—most complete line of metal food store equipment!



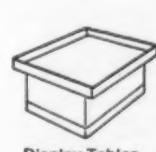
Wall Shelving



Island Shelving



Bakery Displays



Display Tables



Checkout Counters

SOLD BY TYLER



Huge build-up of production facilities follows Tyler customers' increasing demand for Airline Adjustable Metal Shelving!

The rapid progress and continuing growth of Airway Finishing Corporation is dramatic evidence that Airline Metal Store Equipment meets the demand for strength, durability, beauty, flexibility and quick, easy erection at low total cost. Thousands of successful installations have proved Airline to be today's answer to mass merchandising problems.

Airway was first to combine steel, aluminum and specially treated masonite in the construction of shelving... providing the structural strength of steel, with the durability and easy-to-maintain characteristics of aluminum and masonite.

Airline products are the result of long experience. And the complete line meets all requirements of self-service, semi-self-service food stores. Also ideal for bakery, drug, hardware, liquor, variety, and appliance stores—wherever display or storage is required at the sales level.

AIRLINE ADJUSTABLE METAL SHELVING OFFERS MOST RETURN FOR CUSTOMER INVESTMENT*—in strength, flexibility, durability, and simplicity.

● EASIER TO ERECT—No nuts, bolts, nails or tools! Entire erection can be handled by one man, quickly and easily!

● GREATER FLEXIBILITY OF USE—Adjustable supports permit store owner to raise, lower or add shelves to meet his changing needs!

● BIGGER SAVINGS—No maintenance needed, ever! Looks new after years of use. No painting or refinishing. Equipped with aluminum back panels, factory-finished, heavy-gauge, steel uprights!

● LONGER LIFE—Wax-impregnated, masonite shelves defy wear, maintain attractive appearance indefinitely!

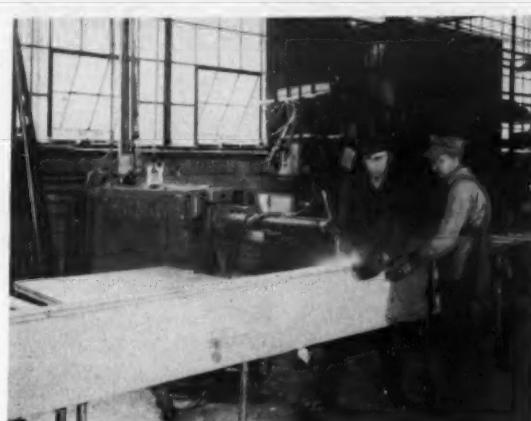
● FUNCTIONAL, MODERN DESIGN—Adds beauty to store interior... provides maximum attraction to merchandise.

*—and costs no more than ordinary shelving—usually less!

AIRWAY
FINISHING CORPORATION
3801 Rose Street, Schiller Park, Illinois



FULLY EQUIPPED maintenance and machine shop keeps dies, fixtures, and other production equipment in top working order. Within limitations, some types of dies and tools are also manufactured here.



PEDESTAL-TYPE WELDER in use on what will soon become a precision-built huge capacity commercial refrigerator.



MILLING ROOM where frit is mixed to proper texture for spraying enamel. Ingredients are carefully weighed to the ounce so that the final results are consistent and without flaws.



CRATING IS A highly specialized operation. Crates are especially designed for each type of Tyler product, and all have been subjected to tough field test shipping in trucks, railroads, and airplanes.

TYLAC helps TYLER INCREASE QUALITY DECREASE COSTS

TYLAC Breaker Strips Are Used By TYLER

The determined insistence of the Tyler Refrigeration Corporation to install nothing but the best quality parts of proven merit is the reason Tylac breaker strips are used on Tyler installations.

Because

- Tylac Breaker Strips have lifetime lasting qualities.
- Multiple coats of plastic enamel baked on insure luster and durability.
- Will not mold or corrode.
- Once applied, Tylac Breaker Strips never need repainting or varnishing.

TYLAC COMPANY MONTICELLO, ILLINOIS
PIONEERS IN THE PREFINISHED WALL PANEL INDUSTRY

Our congratulations to
TYLER REFRIGERATION CORP. upon completion
of their 10-YEAR EXPANSION PROGRAM.

And our thanks to TYLER REFRIGERATION CORP.
for their continuous usage of ANTI-CORROSIVE
FASTENINGS during all those years.

After all, one quality product does deserve another
... and ANTI-CORROSIVE STAINLESS STEEL
FASTENINGS and TYLER REFRIGERATION
EQUIPMENT stand for quality.

P.S. ANTI-CORROSIVE'S extra low cost for fastenings
of stainless steel can help you too.



ANTI-CORROSIVE METAL PRODUCTS CO., INC.

Assembly Line Setup Throughout Plants

(Continued from Page 20)
welding operations are performed so that tubing will be continuous and the entire assembly is then carefully tested.

Although most of the operations in all of Tyler plants are related to welded-steel construction, there are wood-working shops in Tyler's plants occupying 17,000 sq. ft. of floor space, mostly in connection with the building of walk-in coolers.

Breaker strips between the inside and outside walls, door fabrications, and basic header construction of walk-in cooler parts are made up in quantity. There are shapers, moulders, gainers, drill presses, power sanding machines, automatic cut-off saws, and double end tenoners.

The fabrication of a modern commercial refrigerator is illustrative to a high degree of production planning—culminating in 20 modern assembly lines. At this point, sub-assemblies are fused in the manufacture of the many varieties of commercial refrigerators found in today's retail food markets, restaurants, hotels, hospitals, clubs, diners, and institutions.

After final assembly, commercial refrigerators are skidded and carefully crated in a department that occupies over 7,000 sq. ft. of floor space.

Special handling tools and well equipped crating departments, the sidings to each plant, and the ample dock space at all plants contribute to efficient operations and shipment to final destination.

NEW BUSINESS— NEW SUBSCRIPTION



F. M. MacDOUGALL

Mr. F. M. MacDougall, now operating his own engineering business in Kirkwood, Missouri says:

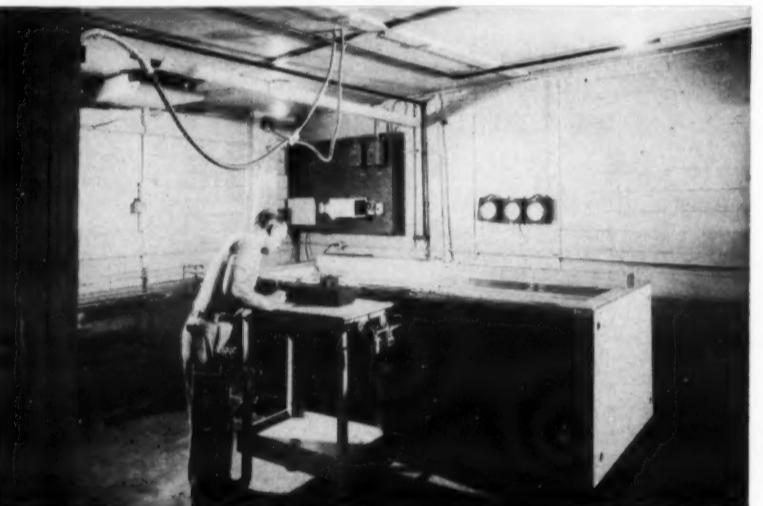
"In starting my own engineering business, one of the first things I did was to enter a subscription to AIR CONDITIONING & REFRIGERATION NEWS (my former employer provided each man with a personal subscription).

"The NEWS is indeed the 'conscience of the industry,' sympathetically chiding our shortcomings and encouraging our sound progress and planning. Without presuming to speak for us, its accuracy and clarity often make us feel that the words have been taken from our mouths."

"Look Twice—It's worth the price!"
AIR CONDITIONING & REFRIGERATION NEWS
"The Newspaper of the Industry"



TESTS FOR OPERATIONAL results on a "Scotch 4-Some" condensing unit are carried out by engineer in Tyler testing laboratory. Note self-recording potentiometers and other recording devices used to obtain accurate temperature readings on all refrigerator equipment tested.



LARGE "LIFE" TEST "hot rooms" are used to test all Tyler refrigerator models under severest conditions. Controlled temperatures are held in these rooms ranging from between 50° F. to 110° F.

PEMCO CORPORATION

Manufacturer of "The
World's Finest" Porcelain Enamel Frits
and Coloring Oxides

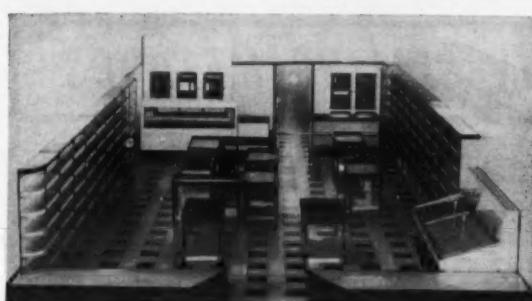
takes extreme pleasure
in the success and growth of

THE TYLER REFRIGERATION COMPANY

PEMCO and TYLER engineers work together to produce the quality and attractiveness of the porcelain enamel finish on Tyler Refrigeration Equipment . . . the finish that promises greater satisfaction to users.

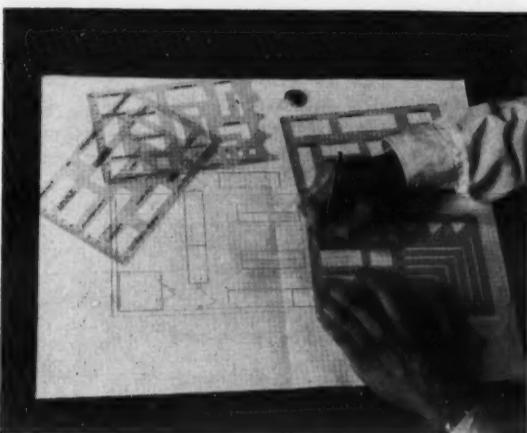


PEMCO CORPORATION • Baltimore 24, Md.
"The World's Finest" PORCELAIN ENAMEL FRTS • COLORING OXIDES • SCREENING PASTES • GLAZE FRTS • BODY & GLAZE STAINS • UNDERGLAZE & OVERGLAZE COLORS • VITRIFIABLE GLASS COLORS.



TYLER STARTED ITS food store planning operation with the use of "miniature models" such as the ones pictured here, back in the 1930's.

(FIG. 1)



SCALED LAYOUT SHEETS are made available to the Tyler agent and food retailer who is interested in a floor plan. Die cut templates permit accurate spotting of the equipment.

(FIG. 2)



STORE PLANNING ENGINEERS consult sales department officials on last minute improvements in a plan. Going over a model store setup here are (l. to r.) Ronald Michael, Art Curran, Ray Greene, and Sam West.

(FIG. 3)

Photographs of Scale Model Layouts Aid Dealers, Food Retailers To Plan a Store

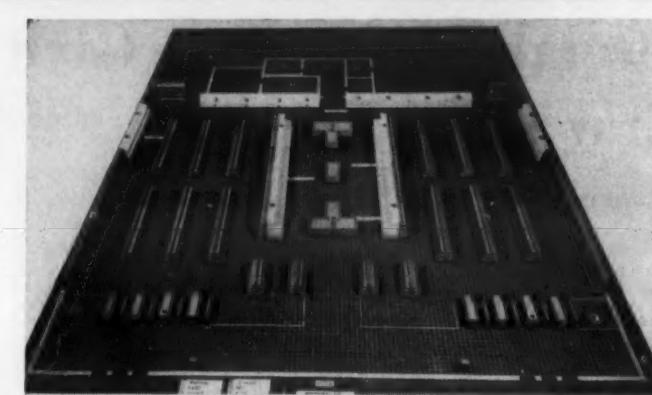
NILES, Mich.—Started by Tyler Refrigeration Corp. in a sketchy way back in the 1930's, its Store Planning Department is now a scientifically developed and operated setup designed to provide the maximum assistance to food retailers who are considering a new store, or the modernization of an existing one.

When the store planning setup first went into operation back in the 30's, the procedure was to photograph miniatures of store equipment, arranged in a store setup. Since those were the days of partial self-service, only, dump tables, shelving, reach-in refrigerators, and an enclosed display case or two made up the store.

Photographs of the then "model" stores were made available to prospective customers. (Fig. 1).

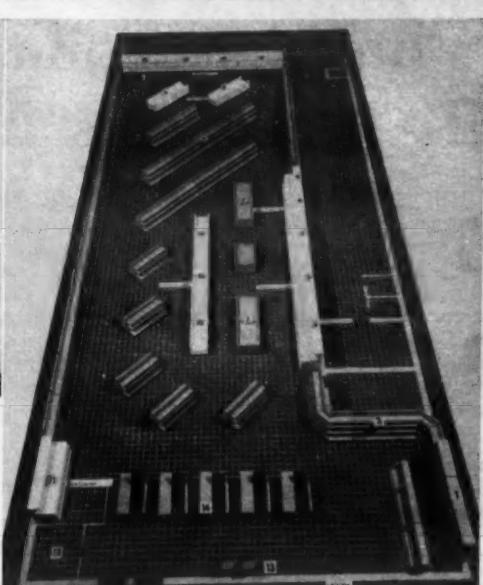
Today the Store Planning Department serves as a clearing house for the latest store layout ideas and merchandising tricks uncovered by Tyler's nationwide network of field representatives and agents.

Department personnel specialize in providing any prospect with cost-free floor plan suggestions and equipment recommendations, based on the particular grocer's requirements and the latest available field information. Actual photographs of scale model stores, set up in Niles, enable the grocer to visualize the improvements in



THESE ARE TYPICAL PHOTOGRAPHIC floor layouts. Above is a large market in more or less conventional arrangement. At right the island shelving is in a diagonal lineup, now finding favor. The photographs with explanatory correspondence become a tailored "Plan for Profit."

(FIG. 4)



advance of physical changes or equipment purchases.

The way it's done today, scaled layout sheets are first made available to the interested food retailer prospect, through the Tyler agent. Die cut templates (Fig. 2) permit easy spotting of equipment and such permanent fixtures as posts, doors, or windows. A confidential questionnaire provides Tyler personnel with additional information, sufficient for making recommendations.

When the Store Planning Department receives this material, a plan is developed to meet spe-

cific needs. (Fig. 3). Scale models are set up to incorporate the changes, and a photograph taken. (Fig. 4).

The photograph, with explanatory correspondence, together with equipment bids, thus becomes a tailored "Plan for Profit" for the prospective purchaser.

The prospective food retailer is permitted to visualize his new or modernized store before deciding, and the company's case histories of like stores, similarly equipped, show him what he can expect in the way of increased store traffic and profits.

Frozen Food Warehouse Planned In Montgomery

MONTGOMERY, Ala.—Joe Fiveash, president of Montgomery Frozen Foods Co., has announced that construction of a large frozen food and locker warehouse will begin here in the next six months.

The plant will include about 40,000 sq. ft. and will be erected on a large industrial site with special loading facilities for trucks.

At the same time, Fiveash announced a merger of Montgomery Frozen Foods Co., Inc., with Capitol Fish Co., Atlanta.



Wide-Open, Easy-To-See, Easy-To-Reach, TYLER Frozen Food Case—State Line Super Market, Bertrand, Mich.



Cadillac Glass Company

SALUTES

THE MAKERS OF

TYLER FROZEN FOOD & ICE CREAM CASES

Commemorating...

★ ANOTHER DECADE OF PROGRESS, EXPANSION AND IMPROVEMENTS!

TYLER

STEPS AHEAD AGAIN, with greatly expanded production facilities and a Big, New Line of TYLER fast Self-Service, Full-View Open Display Sales-Cases.

Long a leader in the refrigeration field, the TYLER Refrigeration Corporation has steadily advanced and increased its reputation as a manufacturer of Quality Frozen Food Sales-Cases and commercial storage refrigerators.

Presenting many revolutionary features, TYLER FROZEN FOOD SALES-CASES stand out UNMATCHED in Design, Quality and Adaptability! They are the storekeeper's best bulwark of defense against the ever-increasing competition for frozen food sales.

It is with distinct pride and pleasure that Cadillac Glass Company furnishes this great organization with Thermopane Insulating Glass Fronts for the famous TYLER easy-see, easy-reach Frozen Food Sales-Cases.

SUPPLIERS OF...

VISION-CLEAR
FROST-FREE

Thermopane
INSULATING GLASS



2100 S. PEORIA STREET • CHICAGO 8, ILL.

Detroit • Cleveland
Rockford

• WHOLESALE DISTRIBUTORS OF THERMOPANE AND FLAT GLASS FOR EVERY PURPOSE

What the Commercial Dealer Can Give His Customers In Way of Services

NILES, Mich.—"With the great advances in refrigeration equipment and store design that have come along since the end of the War, the commercial refrigeration distributor, or 'agent' as we call him, is in a position to offer services to his customers many times more valuable than what he could offer before the War."

So states Ray Greene, sales manager, Tyler Refrigeration Corp., in discussing the role of the commercial refrigeration distributor in getting modern refrigeration equipment into the field.

"The distributor and dealer sales and service program was much simpler when Tyler started producing metal display stands, shelving racks, and tables in 1927, than when we organized and set up a distribution program in late 1934 and early 1935 for service type display refrigerators," Greene pointed out.

"The commercial refrigerator industry as it is now known hardly existed in 1934 and about the only types of outlets found were the occasional appliance company who had a commercial department, the store fixture companies who were dabbling in refrigeration display

cases, etc., and the hip-pocket type salesman who was selling on a commission for one of the many manufacturers.

"Realizing that the future distribution of commercial refrigerators would be dependent upon good installation and local service, Tyler attempted to locate established, independent refrigeration service people who had sales ability or to bring together a good serviceman and an established salesman in a partnership venture.

"This basically was the founding of the present distribution system of the Tyler Co. and as early as 1934 a steady program of advertising in publications such as the AIR CONDITIONING & REFRIGERATION NEWS was employed to further this end.

"By 1941, we had over 350 established Tyler agency organizations in the United States concentrating their sales and service efforts in agreed upon territories, who were continuing to grow saleswise, servicewise, and financially stronger from year to year. This insured the user the most value from his Tyler equipment purchase, and as nearly uninterrupted service as possible.

"This commercial sales program

was interrupted by World War II, but was re-established as soon as Federal controlling restrictions were lifted because it had been found successful—successful because this one-step distribution plan had resulted in greater retailer satisfaction, proper equipment application to fit the retailer's particular needs and the resulting increased sales and profits for the retailer user through our closer association with him and a better understanding of his problems.

"Since then the retail merchandising trend has been to self-service, with open mass display of perishables. Thus a greater and greater demand for self-service display cases was developed—with more and longer continuous installations for larger and larger stores. Greater variety in store types and in merchandise has meant greater diversity in product line. Tyler and Tyler agents have kept pace and the value of the service the Tyler agents can offer the retailer has multiplied a hundred fold as compared to 1939 or 1940."

Today, said Greene, with the assistance of the manufacturer's store planning department and Director of Sales Research—services and counsel offered on a no charge basis—the Tyler agent is prepared to eliminate all or most of the time-consuming details for the retailer that take him away from his regular daily business by:

A. OFFERING HIM COUNSEL ON THE LATEST DEVELOPMENTS AND MERCHANDISING IDEAS THAT WILL HELP INCREASE HIS SALES AND PROFITS

As a result of information the factory is constantly mailing to him, counseling with the Director of Sales Research, assistance and information from the field staff, and his own reading and experience from other installation, the Tyler agent is often found to be a regular reference library by the retailer.

In one recent instance our Tyler agent helped the retailer streamline and improve his meat packaging technique with the result that his net profit was increased 1 1/4% in the meat department.

B. LAYING OUT AND HELPING THE RETAILER PLAN HIS STORE

This is one of the most popular and beneficial services being enjoyed today by the retailer who is planning a remodeling, expansion, or new store venture. With the assistance of our store planning department and the merchandising and arrangement ideas that have been accumulated and gathered from all over the country, the Tyler agent is able to help the retailer incorporate a top selection of ideas and most modern merchandising arrangements in a plan most practical for his location and operating goal.

C. SELECTING THE PROPER EQUIPMENT TO FILL THE RETAILER'S NEEDS

There are many factors to consider here. How often does the retailer get delivery of meat, dairy products, frozen foods, produce, beverages, dry goods, etc.? Does he plan to load the cases from the front or the rear? Is he planning a complete self-service operation—or only in certain departments?

Will his refrigerated back room storage handle all the extra stock or will he want to store some in the bottom of the display cases? These and many, many other questions must be answered.

SPECIALTY SELLING METHODS

D. ARRANGING A LAYOUT OF ALL DRAIN, ELECTRICAL, AND REFRIGERATION LINES AND DETERMINING CORRECT COMPRESSOR REQUIREMENTS FOR BALANCED OPERATION

After the store has been laid out from the standpoint of merchandising, customer traffic control, and efficient clerk operation, another layout must be made for installation details, such as the location of the compressors, in relation to the fixtures, the size and type condensing units to properly operate the equipment, the length and size of the refrigeration lines, where and how they are to be laid, electrical requirements, current characteristics, etc. All this planned ahead of time results in a better installation made faster and more economically.

E. CHECKING TO SEE THAT NECESSARY ELECTRICAL AND PLUMBING SERVICES ARE AVAILABLE TO THE BUILDING

There have been instances in the past when equipment was ordered, delivered, and placed in the store, and only then was it learned that they only had 115-volt current instead of 230 volt, there was only single-phase service instead of the

necessary three phase, or that satisfactory plumbing was not available.

This resulted in one to three days delay in making the installation while everyone waited for the necessary additions or changes to be made in these services—and more expense.

F. HELPING TO ARRANGE FOR FINANCING WHEN NECESSARY

There are some retailers who do not require financing or have already made arrangements for the financing of their new program purchases. This is good. However, as the stores get larger, and more and more refrigerator equipment is needed to properly merchandise the products, resulting in a larger capital investment, financing becomes more important.

The Tyler agents can help make the necessary arrangements through local sources or through the national program that is available with Commercial Credit Corp.

G. WORKING OUT DISPOSAL OF ANY OLD EQUIPMENT

Sometimes the retailer's present equipment is still fairly good, or isn't old enough to have been com-

(Concluded on next page)

AJAX BOLT AND SCREW COMPANY

6623 Gratiot Avenue
Detroit 7, Michigan

WALNUT 3-7800

For Over 30 Years



Standards Specials

"The Emblem of Service"

Screw Machine & Headed Products
Made to Your Specifications

CARBON — ALLOY

Down through the years TYLER has
relied on AJAX dependability!

Best Wishes
For Continuous Success To
The Tyler Refrigeration
Corporation of Niles

WE ARE PROUD THAT PRODUCTS SUPPLIED TO TYLER OF NILES HAVE CONTRIBUTED TO THEIR SUCCESS. MAY WE OFFER A SIMILAR HELPFUL SERVICE TO YOU IN THE AIR CONDITIONING AND REFRIGERATION FIELD.

ESTABLISHED 1887

W. D. ALLEN MANUFACTURING CO.
566 WEST LAKE STREET
CHICAGO 6, ILLINOIS

PIPE NIPPLES . . . PIPE PLUGS . . . FITTINGS
INDUSTRIAL SUPPLIES . . . TOOLS . . . FIRE
PROTECTION EQUIPMENT

VIKING
copper tube co.
A SUPPLIER
for
TYLER refrigeration

- Viking . . . a symbol of strength in copper tubing . . . is proud to contribute to Tyler quality and to the line of products bearing the Tyler name. Over the years, the Viking Copper Tube Co. has provided the air conditioning and refrigeration industry with the finest copper tubing ever manufactured for the industry . . . tubing that is designed to do the job better, faster and at lowest cost.



Viking Copper tube is annealed with precision uniformity insuring speedy, efficient, trouble-free fabrication and strength.

Triple-sealed Viking tube remains extremely dry and absolutely free of dirt. The seal is made to pass through any opening large enough for the tube itself.

Viking refrigeration tubing is soft and pliable—can be formed, flared and expanded quickly without danger of fracturing and splitting.

VIKING COPPER TUBE CO.
CLEVELAND 10, OHIO
PRECISION DRAWN SEAMLESS COPPER AND ALUMINUM TUBING

Congratulations to . . .
TYLER REFRIGERATION CORPORATION
on the completion of their
10-Year Expansion Program

PARAGON ELECTRIC COMPANY
TWO RIVERS • WISCONSIN

Time Switch Suppliers
for the Refrigeration Industry

700 SERIES
Provides individual settings for each day of the week. Completely adjustable throughout each 24 hour day in the week.

PARAGON FAN TIMERS
Automatically shuts off home ventilating fans after any pre-selected time up to 20 hours.

PARAGON 300-MB SERIES
For All types of Commercial Defrosting
• Electric Heater Defrosting
• Hot Gas or Reverse Cycling
• Compressor Shutdown



How a Dealer Helps

(Concluded from preceding page) pletely written off, and he is interested in selling it or realizing something from it. This can be arranged and handled in one of a number of ways by the agent and of course the value will depend on the condition, age, demand, etc.

H. ORDERING PROPER EQUIPMENT WITH CORRECT MODEL NUMBERS AND DESCRIPTION, CONDENSING UNITS, VALVES, CONTROLS, PROPER SIZE TUBING, PIPE, ETC.

This is very important and can result in much delay and added expense if errors or omissions are made. Because of his knowledge of the line, the various models, requirements, and experience with the installation and operation, the agent will write up the order or orders necessary, and see that they are properly entered for the correct display cases (either top display or double duty), having the correct model and height superstructures (if desired), the correct number of ends and type, all the necessary accessories, the correct size condensing units (air cooled, water cooled, or combination, etc., etc., etc.), proper walk-in coolers, correct shelving arrangements with proper size shelves, brackets.

I. HANDLING FOLLOWUP AND COORDINATION OF ORDERS, DELIVERY, PLACING IN BUILDING, INSTALLATION HOOKUP, ETC.

Based on his acquaintances at the factory the agent will know who to contact regarding scheduling and shipment. Based on his past experience he knows what routing will provide the most dependable and fastest delivery service at the best price; and who is in a position to put it in the store once it arrives.

J. HELPING RETAILER GET ESTABLISHED WITH A SOURCE OF SUPPLY FOR PROPER TRAYS, BOARDS, WRAPPING MATERIALS, LABELS, ETC., WHEN NECESSARY

The agent is acquainted with these various distributing houses and the salesmen in his territory and is only too glad to help his retailer get set up.

K. ARRANGING FOR SERVICE AND PERIODIC CHECK OF EQUIPMENT ONCE INSTALLED AND IN OPERATION

"It can readily be seen," Greene concludes, "that the agent has assumed a very responsible and important position in the area he serves, and is in a position to render his retailer customers and prospects a real service."

1954 FOOD FREEZER SPECIFICATIONS

in handy booklet form

Now available—complete food freezer specifications for 1954. Reprinted from the May 31 issue of AIR CONDITIONING & REFRIGERATION NEWS, this book contains detailed specifications on 56 makes and more than 265 models.

Quantity rates:

1-9 copies	50¢ each
10-49 copies	35¢ each
50 or more	20¢ each

Supply remaining is limited—order today!

AIR CONDITIONING & REFRIGERATION NEWS
450 W. FORT ST., DETROIT 26, MICH.

Gentlemen:

Rush me copies of 1954 Food Freezer Specifications in handy booklet form.

Name

Company

Address

City

Frequent 'Open Houses' Help Commercial Dealer Acquaint Prospects with All His Products, Services

By George M. Hanning

PEORIA, Ill.—An "open house" for merchants in the trades he serves is one of the best promotions that the commercial refrigeration dealer can use, believes Fred Kenyon, Jr., who with his father operates Kenyon, Inc. here.

Kenyon, who sells refrigeration and air conditioning equipment and restaurant, bar, and market supplies to those types of businesses in the Peoria area, holds open houses every so often—"whenever we think we need one," as he puts it.

"No matter how often we hold them," he testifies, "there is always somebody that comes in who has never heard of us. When they tell us they didn't know we were here, we wonder what we have been doing for the past 30 years. And the people who make these comments are not new to the business either. They have been running a market or a bar for years.

"Of course, a good many who come in are surprised that we offer some service or other that has not come to their attention before.

"So we figure that no matter how much you advertise or how much your salesman tells the prospect in his own store, a lot of it just passes over the prospect's head until he comes in to see for himself."

To hold an open house, of course, there must be a reason for the grocer, restaurateur, or bar owner to come, Kenyon commented. Most popular occasion is when a manufacturer comes out with a new line of equipment that the trade would particularly like to see.

When the dealer has such an attraction to offer, Kenyon said, it is most important that he have the new equipment operating on his floor.

"What interests the trade most," he commented, "is not what the equipment is, but how it works. We always arouse lively interest with our operating displays. On the other hand, I have been to open houses where the equipment just sits there and the affair falls flat on its face."

Free food is also a "must" for an open house as there is no attraction to equal it in drawing people to a gathering. If it is available, Kenyon also offers some little entertainment feature. However, he makes no special effort to get entertainment at his open house for its own sake.

On one occasion he had a quartet on hand for singing and on another he showed a movie on how food is prepared for TWA airlines.



DISPLAY OF COMMERCIAL REFRIGERATOR EQUIPMENT is maintained in "self-serve" section of Kenyon, Inc.'s display room where smaller items for the market and restaurant trade are shown. Such "exposure" helps promote sales of the larger items.

He recalled that there was considerable interest in the movie among the people attending his showing.

Another attraction is the offering of door prizes. These of course have the double purpose of getting the name and address of everyone attending the open house. After the affair is over, these names are sorted out and given to the salesmen covering the particular territory. It is their job then to write visitor a letter thanking him for

coming and to follow up with a personal call.

During the open house itself, the salesmen do not attempt to do any direct selling, though they will pick up an occasional order. Their duty is to act as host, make the guests feel welcome, answer any questions that they may have, and to help out with the food serving. Factory representatives are also on hand to explain the new features of their products and give a hand at "hosting."

Kenyon emphasized that an open house is strictly an institutional type of promotion. "Anyone who tries to make a direct selling proposition out of an open house is bound to be disappointed," he said. "It just doesn't work that way."

"But look at it this way. A commercial refrigeration dealer can't advertise every week in the newspaper like a supermarket can. We tried a regular newspaper advertising campaign and got very little response from it. We have given up on flyers for the same reason—they go right into the waste basket without being read."

However, in promoting his open houses, Kenyon uses both direct mail to pick up his regular customers and prospects and a large newspaper advertisement to attract others not on his mailing lists.

He commented that Sunday and Monday have proved to be the best days on which to hold these gatherings. Sunday, he noted, is the only day of the week that the grocer can get away from his own business.

"We often get calls on Sunday from grocers who want to know if we are going to be in the store. I always invite them over even if they just want to look around without buying anything. To them it is an outing to get into your store and look at the new equipment. They may not buy anything then—but you never can tell."

Kelvinator
Salutes TYLER
on the completion of the
Tyler 10-year Expansion Program

Throughout this period of 10 years of business expansion and growth—Tyler Refrigeration Corporation has used thousands of Kelvinator Condensing Units. Kelvinator is proud of its part in supplying cold-making units for Tyler's fine lines of commercial refrigeration equipment. Just as Tyler has known in its many years of experience with Kelvinator, you, too, can be sure ...

If your business depends on cold you can depend on Kelvinator

★ HERMETIC COMPRESSORS ★ HERMETIC CONDENSING UNITS ★ BELT DRIVEN CONDENSING UNITS

Get full information from Kelvinator, Division of American Motors Corp., Detroit 32, Michigan.

Kelvinator
MANUFACTURERS OF PRECISION REFRIGERATOR EQUIPMENT FOR 40 YEARS

Bulk Milk Coolers Result In Better Handling Efficiency on Dairy Farms

SMYRNA, Del.—More than 25 years ago, the Wilson Cabinet Co. introduced on the market a product designed to aid the dairy industry in developing better methods of handling milk on the farm. A specially constructed cabinet, designed specifically for cooling milk in cans, and employing ice as a refrigerant, was offered for sale. This cabinet filled a need, and resulted in better milk for the dairy processor.

Since that time, Wilson has continued to develop products that have kept up with the dairy industry recognition of the fact that improved quality must start at the source of production. Introduction of mechanized refrigeration in 1935, the "Front-Loader" can cooler in the mid 40's, application of "Drop-In" refrigeration as applied to milk coolers, are but a few of the Wilson contributions to progress in the field of milk cooling on the farm.

Wilson Div. Products

The growth factor for Wilson has not been limited to milk cooling. In 1939, based on its extensive knowledge of farm refrigeration, Wilson introduced the first upright, reach-in type, home freezer. Since that time, production and

sales of this type of equipment have climbed continuously. The list of Wilson products now includes a complete line of self-contained home and farm freezers, in chest and upright models.

In addition to milk coolers, home and farm freezers, Wilson also entered into the commercial refrigeration field. Outstanding in this category is the upright sectional freezer, claimed to be the most flexible freezer storage cabinet on the market. This fixture is available in 30-cu. ft. sections.

Today, a new development in the field of milk handling is having tremendous effect on Wilson production and sales.

Milk Handling Methods

Traditionally, milk has been handled through all steps from production to the processing plant in 10-gal. containers. As soon as the milk is produced, it is placed in the 10-gal. cans, and is cooled, stored, and transported to the dairy processor.

In 1936, large producers on the west coast, believing there were advantages in doing away with multiple small containers, developed methods of handling milk on the farm in bulk. Operation of the

system was patterned after methods of handling milk in the dairy processing plant. In fact the only equipment available to the producer was that designed for plant operation, with some adaptions for farm use.

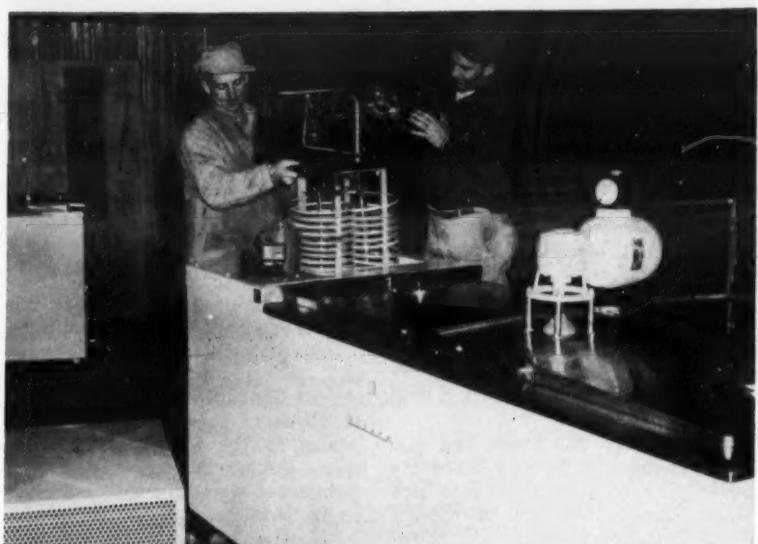
That the new methods of handling were practical was almost immediately apparent. The following advantages are claimed: Labor costs were reduced, and the quality of the milk improved. Can expense was eliminated, loss of milk sticking to cans was eliminated, handling costs were decreased, and butterfat tests were more accurate. The dairy plant also realized many benefits.

Every-Other-Day Pickup

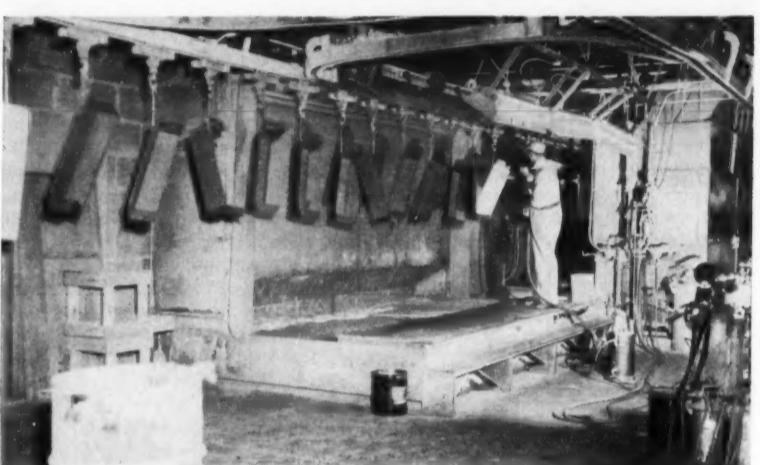
Today, experience has proven that every-other-day pickup of milk from the farm is practical where the bulk system is used, which again multiplies the savings to both producer and dairy.

With such apparent advantages, spread of the new method of milk handling to the rest of the country was inevitable. One question, however, was unanswered. The tremendously large producers on the west coast could use the system to advantage, but what about

(Concluded on next page)



DROP-IN refrigeration unit and coil assembly being installed in new Wilson bulk milk cooler. This unit can be easily removed for service or replacement at any time, without interruption of milk cooling.



PORTION OF ELABORATE Wilson paint department. Trained experts apply finish to home freezer and milk cooler models at this Smyrna, Del. plant. Note entrance to tunnel oven, conveyor system, and water-wash spray booths.



TWELVE-GAUGE RACK assemblies for can milk coolers being arc welded to insure long life, in one of the manufacturing operations at the Smyrna plant.



CONGRATULATIONS!

and our Sincere
Best Wishes for
continued Success
to the entire

TYLER REFRIGERATION CORPORATION

Jones-Dabney Company

Division of Devoe & Reynolds Company, Inc.
Detroit—Louisville—Newark—Riverside, Cal.

Congratulations to

TYLER

... a great name in Modern Refrigeration

Respect for a product springs from a combination of qualities . . . by the soundness of the materials used in its manufacture, by its efficiency and dependability, by the time-proved reliability of the maker whose name it bears.

The products of Tyler are respected for so many qualities that they have made Tyler one of the truly great names in the refrigeration industry.

We at Continental Steel are proud to have supplied, for over twenty years, one of the materials which help to make Tyler products great products . . . Continental Galvannealed Steel Sheets . . . selected because of their workability and excellent painting surface.

We salute the Tyler Refrigeration Corporation on the attainment of a significant milestone in its remarkable march of progress.

CONTINENTAL
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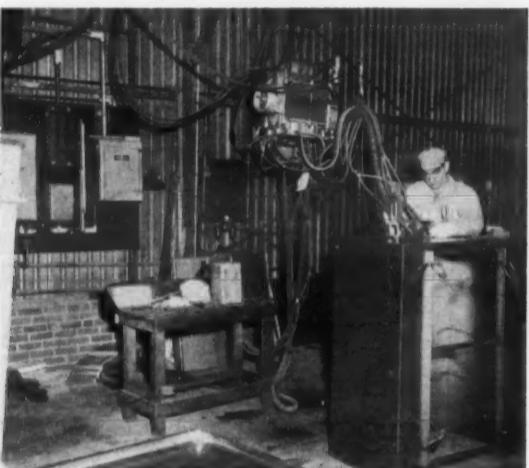
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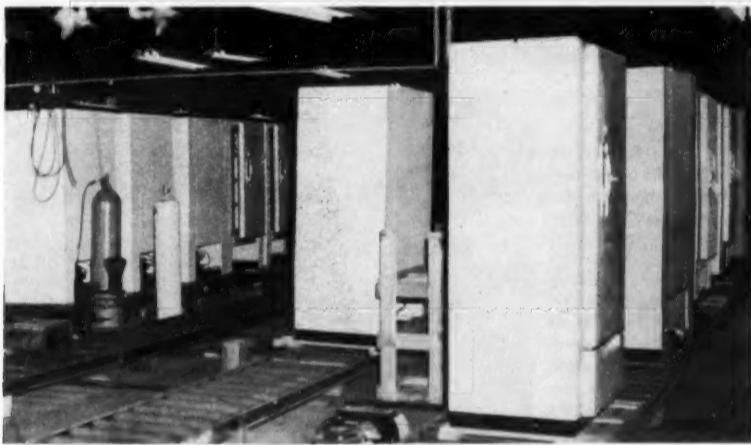
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LATEST SCIAKY 3-PHASE welder has been adapted especially for assembling 18.8 14-gauge seamless welded stainless steel interior Wilson bulk milk cooler tanks.



INTERIOR FREEZER liners being welded with latest in portable gun-welding equipment.



UPRIGHT FARM AND HOME freezers are also produced at the Wilson Div. plant in Smyrna, and are shown here rolling off the part of the production lines where final tests and inspections are made before crating and shipment.



ALL SHEET METAL parts are Bonderized in these tanks, before base and finish coats are applied. Note automatic hoist used in moving parts racks in and out of series of baths.

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Package Units for Bulk Handling of Milk--

(Concluded from preceding page) the average producer in the rest of the country?

A million producers were involved, with herds as small as 10 or 15 cows, many times smaller than the west coast producers then using the system. The equipment used by the west coast producers was extremely expensive, requiring special engineering design for each installation, and skilled attention for maintenance. Could the small producer afford this type of equipment?

Package Unit Advantages

With 25 years of experience in designing farm refrigeration, Wilson engineers tackled this problem. They experimented with various types of coolers, including adaptations of the plant type equipment then in use. However, all tests ended in a single conclusion—the coolers must be pre-engineered, pre-packaged in design, using small compressors, in such a manner as to distribute peak load. Installation, service, and maintenance must be as easy as possible, and initial cost must be as low as possible.

In addition to equipment design, Wilson experience indicated that distribution must be accomplished in such a way as to provide local service and installation.

Although these conclusions were

considered somewhat radical at the time, the first Wilson bulk coolers, employing the proven principles of "Drop-In" refrigeration, and distributed by its 500 local dealers, were introduced in 1952.

There have been problems in the growth of this new business, as is inevitable. The design of the stainless steel milk container had to embody the principles of easy sanitation in order to meet the most exacting requirements of various sanitary officials.

Plant facilities had to be rearranged, and in many instances increased, in order to meet production needs. A considerable portion of the 100,000 sq. ft. of floor space at the Smyrna, Del. plant has been devoted to the new production item. The latest equipment for the fabrication of stainless steel, both in welding and metal finishing, has been installed.

Jigs and fixtures necessary for line production have been designed and built.

175 by One Dairy

Wilson bulk milk coolers are currently being used in hundreds of installations, covering 30 states. One plant, the Sanitary Farm Dairies, Cedar Rapids, Iowa, has more than 175 Wilson bulk milk coolers in use by its patrons. Ease of service has been a most

important factor, in the opinion of Ferris Biggart, field supervisor for the plant.

75 Gal. to 500 Gal.

Current production includes five sizes of bulk coolers, the 500, 360, 250, 150, and 75-gal. capacities. Condensing units ranging from 1½ hp. to ½ hp. are used in this range. The 500-gal. cooler employs two 1-hp. Drop-In units.

All models feature faster cooling, Drop-In refrigeration, with sweet water, positive milk agitation, Drop-In circulator pump, sanitary stainless steel milk reservoir, and high-side wall refrigeration.

Dealers are said to be enthusiastic about the product, since its prepackaged, factory engineered design makes installation and service comparatively easy. All functional parts are easily accessible, and a minimum stock of service parts are required. In case of refrigeration failure, a replacement Drop-In unit can be installed in a matter of minutes.

Reserve capacity in case of power failure is stored in the ice bank and water reservoir. Expensive wiring costs are eliminated through the use of the smaller compressor. Milk cannot freeze, since 32° water is used as the refrigerant.

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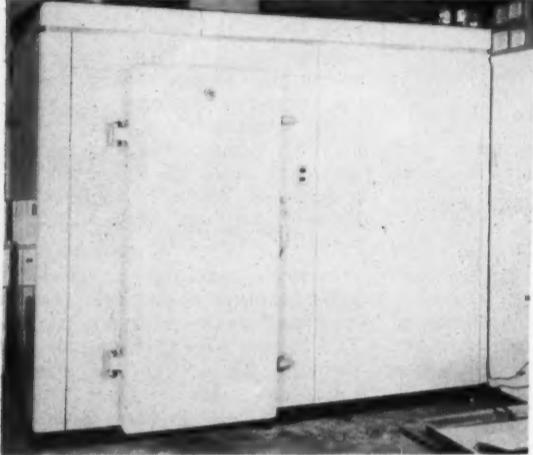
2000 North Dearborn Avenue • Chicago 30, Illinois



SELF-SERVICE MEAT DEPARTMENTS have come along fast, but even in the markets that are equipped, there is the possibility of selling new and improved equipment, such as the low-height "easy reach" cases shown here.



FAST-MOUNTING NEEDS for more storage space for frozen foods can be met by sectional storage freezers, easily added to at any time.



MANY MARKETS FIND IT PROFITABLE to have enough refrigerated storage space to hold considerable volumes of foods. Sectional metal-clad walk-in refrigerators such as this are easily installed in what would often be unused space in a market.

Where Refrigerated Equipment Can Go In Modern Markets

The opportunities to sell increasing amounts of refrigerated equipment to food markets have grown enormously in recent years, and will continue to grow. In these pictures of actual installations supplied by Tyler Refrigeration Corp. will be seen some of the most important "spots" for refrigerated equipment in new or remodeled food stores today.

Commercial Refrigeration



THERE'S A LOT OF "IMPULSE BUYING" in frozen foods, which is only one of a number of reasons why the open-type low temperature display case sales to food markets have been booming.



REAR-LOADING CASES, such as these refrigerated produce cases made by Tyler, are becoming popular with store owners because they eliminate interference with the shopping customers, and make for more efficient operation.



BECAUSE OF THE GREAT VARIETY of products that need refrigerated display in the dairy department, new multiple shelf cases, featuring easy accessibility to all display compartments, are becoming a "must" to progressive stores.



Clark plays a part in . . . Tyler's progressive materials handling picture

Typical of the forward thinking that has accounted for the phenomenal growth of Tyler Refrigeration Company, are their warehousing and handling methods. As shown above, in their Niles, Michigan plant, Tyler can well be proud of their clear aisles and maximum use of "air rights"

Handling crated and semi-crated refrigerated cases—some over 12 feet long—the Clark fork trucks shuttle from production to warehousing and shipment, multiple-stacking them two and three tiers high. Working right along side, the mighty

little POWRWORKER, a companion Clark product, handles the same units from warehouse to waiting trucks for shipment.

Tyler's materials handling methods reflect progressive thinking—the kind that builds profits and permits expansion. Clark is proud to have played a part in this impressive record.

CLARK
EQUIPMENT

Industrial Truck Division
CLARK EQUIPMENT
COMPANY
Battle Creek, Michigan

BOTTLED BEVERAGE SALES are soaring, and many stores are finding a need for more refrigerated equipment to handle such items on a self-serve basis, such as these glass door reach-ins pictured here.



GAY, ATTRACTIVE SURROUNDINGS FOR FOOD SHOPPERS reach a pinnacle at the new Model Food Center in Hammond, Ind., where the walls are covered with appropriate murals, and the display cases and tables are finished in pleasing pastels. In the right foreground are 72 ft. of Tyler open low-temperature display cases done in "frosty blue" to furnish a four-side handy shopping center for frozen foods. Fruits and vegetables are displayed in open cases finished in a soft yellow (at far left). "Barber pole" candy stick signs on ice cream counter, and palm tree over packaged fruit display add a further decorative effect.

COLOR Comes to the Market

Not Only Walls, But Refrigerated Cases Are In Color At Indiana Food Center

HAMMOND, Ind.—If color, pictures, eye-catching displays, and clever signs will sell more food, the Model Food Center here should be a gold-mine!

And it may be headed in that direction, for 35,000 people visited the store during its four-day open house this past summer, while the first week's volume grossed a neat \$55,000.

Start of a New Era?

It's possible that this market might also be the forerunner of a new trend in commercial refrigerator equipment—having the various pieces of equipment finished in different pastel shades, instead of the conventional white or solid colors.

Owners Helene and John Nemeth and Ted Weigly went all out to give their new 85 by 120-ft. market a colorful and distinctive appearance.

Brilliant, multi-colored murals of fairyland characters and farm scenes were painted on all four walls. But the scenes depicted are not just for decoration. They have a purpose, too. They are directly related to the foodstuffs being sold in the cases beneath them.

A scene depicting hens, eggs, cows, for instance, is painted above the dairy displays. And vegetable harvest scenes arise over the produce section.

Only a color blind person could fail to find his way around the Model Food Center. Even the display cases—Tyler Refrigeration sales-cases throughout—are finished in distinctive pastel colors.

How Colors Are Keyed

A soft yellow finish marks the 40 ft. of produce sales cases. A frosty-blue finish adds a chill appearance to the frozen food sales-

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● *Tyler Frozen Food and Ice Cream Case with Grand Rapids Brass Edgemount Hardware*



Grand Rapids Brass COMPANY

GRAND RAPIDS, MICHIGAN

cases installed back to back to form a super island display.

Dairy products are spotlighted in 36 ft. of pasture-green multi-shelf cases, while a line-up of 72 ft. of salmon-colored open meat sales-cases provide contrast to the fresh and table-ready meats displayed inside.

All of the cases in the store feature Tyler's new design that puts emphasis on the 36-in. serving height and the elimination of glass partitions between the customer and the food displays. The new height is said to conform to the natural bending height of the average person, making it easier for him to reach foods in any part of the case.

In addition to the refrigerated display cases, Tyler equipment installed includes "Airline" adjustable metal shelves, display tables, checkout counters, a 14 by 28-ft. walk-in meat cooler, a 14 by 16-ft. walk-in dairy cooler, and an 8 by 10-ft. walk-in freezer.

Meat, Dairy Coolers

The meat and dairy coolers are installed directly behind the meat display cases and are separated from them by a wide aisle to facilitate loading.

Other attractive features of the store are island display tables that lend themselves to novel treatment. For instance, one such table in the produce department was decorated as a tropical island with a palm tree growing out of the

center. A stuffed monkey appeared to be climbing the tree reaching for a coconut. Around the base of the tree were displayed pre-packaged fruits.

'Street Signs' Guide Traffic

The dry grocery display shelves are all labeled with "street signs" that indicated the types of food to be found in that particular aisle. For instance typical "street" names are "Soup Kettle," "Hot Beverage Blvd.," "Cereal Expressway," "Shortening Road," and "Dessert Inn."

Another feature is the "Kids' Corral," a rustic, fenced-off section of the store near the entrance where mothers can leave their offspring while they go off on their shopping tours. The "Corral" includes benches, comic books, and coloring crayons, to occupy the small fry while their mothers are collecting the weeks' food supply.

Ed Fieldhouse, Tyler agent in Munster, Ind., supervised all engineering, architectural layout, general planning, and installation for the store. He credits the store planning department at the Tyler factory with a big assist.

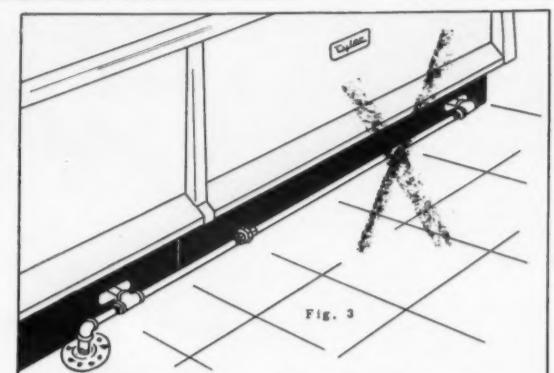
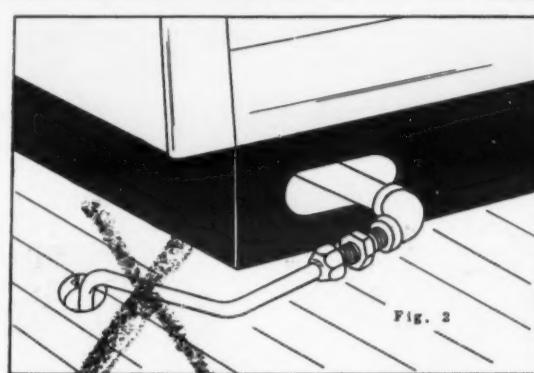
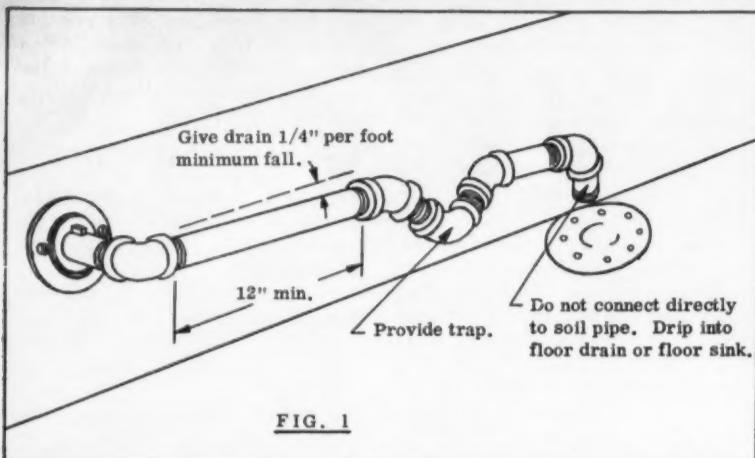
Around the store itself, the owners have placed a 200 by 200-ft. parking lot for their customers.

The Model Food Center here is the second store for the Nemeths. They own a small 38 by 100-ft. store in East Chicago, where they built weekly gross from \$2,000 to \$13,000 in just five years.

Edgemount hardware contributes to the sleek appearance of the latest Tyler Frozen Food Case (illustrated).

Since 1938 Tyler has equipped cases and coolers with hardware made by Grand Rapids Brass Company.

Edgemount concealed strike is flush-mounted on the surface of the cabinet. Edgemount lock features the "when it trips, it grips" action. Edgemount hinges have oil impregnated bushings for permanent lubrication, long wear.



Low Temp and Automatic Defrost Cases Increase Importance of Service Work

By Art Perez, Service Manager, Tyler Refrigeration Corp.

Some would say that the installation and service of commercial refrigerators has become complex. Those who are really close to the field would say that surely things have changed. But complex?—No.

Actually, the logical question might arise, why has there been any change? Is the answer in the fact that open-style commercial refrigerators have come into their own?

It has only been a few years since 1946 and 47, when the open-type commercial refrigerator really started to become nationally accepted. Since the nature of commercial refrigeration changed completely, so of necessity, did many of the practices involved in making a commercial refrigeration installation or servicing that type of equipment.

To establish the fact that good

installation and service is necessary, it should suffice to say that the best, most considered, well produced piece of commercial refrigeration equipment can be rendered completely ineffective by poor installation or hapless service. The weakest link in a chain idea applies.

Of what use is all of the effort expended by the manufacturer in considering the design and in exerting effort to produce a quality product if, during the course of installation of the drain from the case, improper slope is allowed or the drain is connected with small diameter copper tubing. Wasted are all of the hours that were spent on that product by the manufacturer and the dealer.

Installation Factors

It is inevitable that if a drain connection is not properly made, loss of refrigeration will be experienced. The drain is actually only an example because the same thing can occur as a result of improper consideration of the electrical hookup or of the refrigeration line piping, or of the sizing of the refrigeration unit to the display case involved, etc.

Gone are the days when, in order to make a refrigeration installation, it was only necessary to run $1\frac{1}{2}$ -in. line for a suction line, and $\frac{1}{4}$ -in. line for the liquid line and a No. 16 rubber cord for the electrical supply to the unit. Gone are the days also when the use of $\frac{3}{8}$ -in., $\frac{1}{2}$ -in., or $\frac{5}{8}$ -in. tubing could suffice for drain line connections.

While all of this would seem to point out that present equipment is complex by past standards and that it needs particular treatment, that is not necessarily so. Actually, the character of commercial refrigeration equipment has changed. Whereas for an entire store it was once possible to operate with as little as 3 hp. of refrigeration, even for quite a large store, today even a modest market will have as much as 15 hp. of refrigeration.

Since the horsepower is large, the electrical hookup becomes important. By virtue of the fact that magnetic starters are required and that in addition, defrost controls are often necessary in order to obtain proper coil performance, consideration of the electrical aspects cannot be lightly treated.

Sizing of Refrigerant Lines Important

Stores have grown in size. Where it is necessary to locate the condensing unit machine room as much as 100 or 150, sometimes 200 ft. away from the display cases, sizing of the refrigerant lines has become of paramount importance.

In past years, it was possible to make a satisfactory drain installation by using small diameter copper tubing.

On older closed equipment where the drain was visible, to the store owner, manager, or operating people, it was only the matter of poking a piece of wire into the drain to free it of debris so that

the water might be carried out of the display case.

No longer is this possible. Since the drain pans are all concealed and generally occur in the coil chamber and since the coil chamber is generally below the freezing point, any plugging of the drain is apt to cause flooding of the coil chamber and the formation of a block of ice which will make effective refrigeration impossible.

The above are the three factors briefly outlined which individually must be treated properly in order to obtain effective refrigeration from any single display case or group of display cases. The importance of these items:

1. Refrigeration hookup
2. Electrical hookup
3. Drain hookup — cannot be overstressed.

Proper treatment of these items does not resolve itself to good me-

chanical practices. They are actually controlled more by proper planning than by skill on the part of people making the installation. Proper planning allows for floor drains in the building, appropriately located so that the drain from the case can be short and so that the proper slope may be provided with large diameter pipe or tubing. Adequate electrical supply must be provided.

In the planning stages the requirements must be anticipated; proper sizing of the machines and lines depends on the planning, and the purchasing of the proper material prior to the time that the job is commenced. The skill of the workmen making the installation will affect the neatness, the leak-free piping, but they cannot make up for the lack of planning prior to the job.

(Continued on next page)

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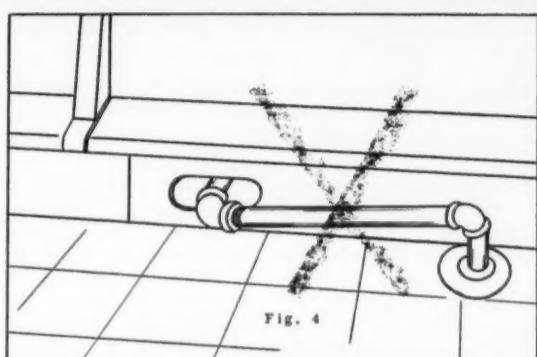


Fig. 4

Importance of Installation--

(Continued from preceding page)

Even if all of the above things are suitably taken care of, there is one other thing which cannot be omitted. The right adjustment of controls is rewarded by proper operation. Improper adjustment will result in poorly maintained product, something which even the best design of refrigerator cannot overcome.

There, they are briefly spelled out, the four things that make the difference between a good, effective refrigeration installation and one which makes a so-called "lemon" out of even the best designed and conceived equipment.

Take the best, the most expertly made and designed remote equipment, mistreat any of the four things above and it becomes no better than the worst.

From the above a logical question might follow—"From experience, which of the above have been responsible for most difficulties in modern commercial installations?"

Controls Adjustment Commonly at Fault

Here is the answer: All of them have under certain conditions of installation or treatment been the cause of difficulty. The one most commonly found at fault, however, is proper adjustment of the controls, including operation controls and defrost controls.

Probably next on the list of common causes of difficulty in commercial installations is improper treatment of the drain from display cases. Perhaps both of these items are worth discussing to some length. As far as controls

are concerned here's how things might happen:

Control Settings

Mr. Jones was having trouble with his refrigeration equipment and, as a matter of fact, by this time he was sure that the display cases that he bought just couldn't possibly be made to work.

It seems that at least half a dozen men had worked on his cases and none of them seemed to be able to solve the icing of the coils. Sure, there was a clock on the installation, but that's where the rub came in. Everybody seemed to have a different idea about how the clock and the control on the machine should be set.

One man would come in and try one setting. Then the next fellow would come in and, disagreeing with the original setting, would make a change. It would not have been surprising to find eight 3-hour defrosts and then there would have been little question about defrosting.

This really sounds like a pretty silly story, but it has happened so often and has been so familiar to so many people in the industry that perhaps the problem and the solution to the problem needs restating. There are several definite rules about setting defrosts and operating controls on open cases. These rules are very simple and based on plain old "horse sense."

Rules for Setting Defrosts And Operating Controls

You are probably already familiar with them but in case you want to review them here they are:

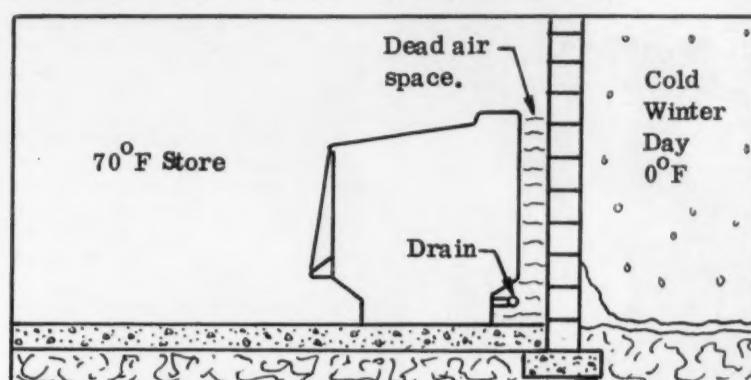


Fig. 5

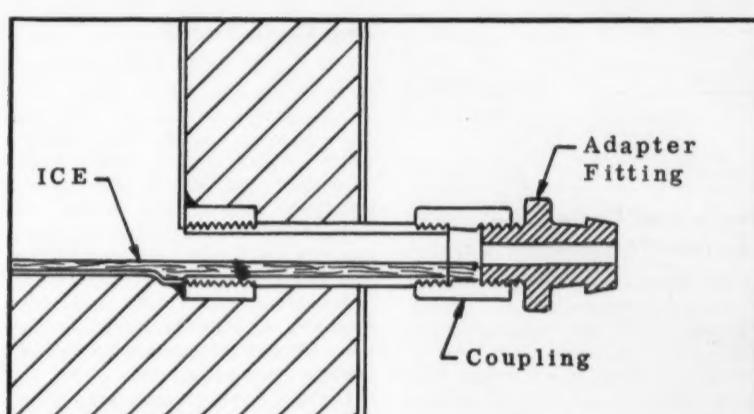


Fig. 6

1. To effect corrections in defrosts per day the better. Four defrosts per day the coil must first be absolutely free of frost or ice.

2. The fewer the number of defrosts per day the better. Four defrosts per day on normal temperature and two defrosts per day on low temperature equipment should be the maximum, fewer if possible.

3. The number of defrosts per day should be determined only by: how long can proper circulation be had in the display case without accumulating so much frost on the coil so as to impair refrigeration.

4. The length of defrost must be sure that each and every defrost will clear the coil completely of frost or ice.

There it is, it's just about that simple. Applied, these rules might be interpreted to read something like this:

When you run into an iced up coil, don't do anything until you have the coil and drain pan free from frost and ice.

If you think an installation requires more defrosts per day, try adding to the length of defrost first, and then check and see if good performance is still being maintained when the next defrost is ready to start. If performance is starting to sag then you need more defrosts, not otherwise.

(Continued on next page)



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on completion of a 10-year expansion program



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Commercial Service, Installation--

(Concluded from preceding page)

Settings for Most Makes of Commercial Display Cases

Simple Timer Controlled

Normal Temp. 2 to 4 times daily 60 min. ea.
Low Temp. 1 to 2 times daily 60 min. ea. (Electric only).

New Type Time Pressure Controls ("F-12" Only)

Normal Temp. 2 to 4 times daily 40 lbs. reset.
Low Temp. 1 to 2 times daily 45 lbs. reset (Electric only).

The length of defrost should always be such that given a NORMAL INSTALLATION the back pressure of "F-12" should reach 45 lbs. on a low temperature case and 40 lbs. on a normal temperature case. These are the points at which assurance can be had that the coils and drain pans are clear of ice and frost.

When a timer device is depended upon as a sole means of accomplishing a defrost on a normal temperature installation, the operating control must be set on a frost cycle. That is, the cut in pressure should not be allowed to rise above 26 lbs.

This gives assurance that the coil will at no time have an accumulation of "difficult to dissipate" ice. Only "easy to melt" frost will be on the coil, thus contributing to positive defrosting.

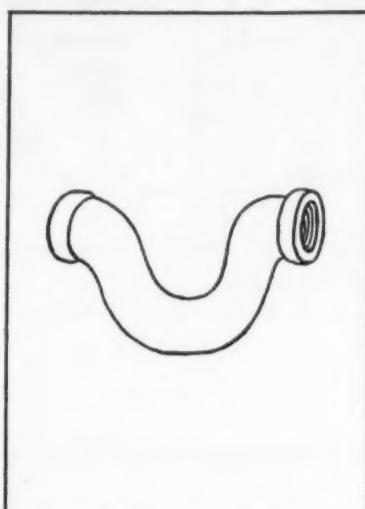


Fig. 7

Drains and Drain Treatment In Low Temperature Cases

The discussion here is mainly about low temperature equipment. Actually, much the same information applies to any other type of equipment except for the fact that most other types do not require a drain trap.

The problem of drainage which has been implied, though serious, is not really difficult to understand. There is but a small quantity of

water released during the defrosting of a display case. Large volumes of water flowing through a drain tend to keep such drains washed clean and free of slime.

There is no such condition in the case of display equipment. As a result of this factor, it is extremely important that large drain pipe or tubes be used. It is likewise extremely important that as much slope as possible be used.

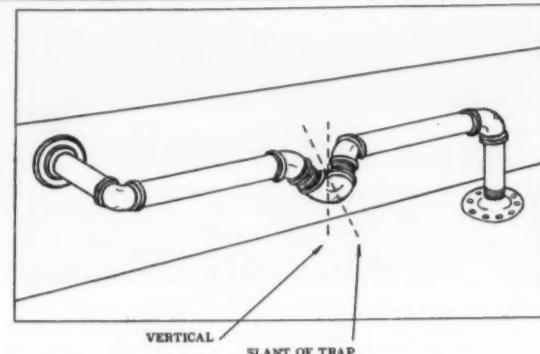
A slope of $\frac{1}{4}$ in. per foot is considered the minimum slope acceptable. Failure to recognize these things will result in improper case operation.

Figs. 2, 3, and 4 show common mistreatment of drain connections. No slope is possible with this type of hookup.

Why Drain Traps?

The use of drain traps, installed as specified, are just as important in obtaining top rate performance for equipment as the basic treatment of the drains. With most automatic defrost display cases equipped with forced convection coils, it follows that since the drain troughs are located near or in the coil chamber that if a trap is not provided in the drain, cold sub-freezing air may be forced out of the case with a subsequent loss of efficiency and economy.

Certain types of cases may force warm air to be drawn in through an untrapped drain with much the same results. In either event, the water seal in the trap prevents air passage through the drain.



IF SPACE FOR A DRAIN TRAP is limited, you can incline the trap so long as the top of the bottom elbow is below the bottom of the outlet pipe.

As important as the installation of the trap is its location. The trap must be at least 12 in. away from the outlet at the case. If it is convenient, it may be much farther, but it must not be closer than 12 in. or there is a possibility that the water in the trap may freeze due to conditions through the pipe.

Drain In Dead Air Space

Regardless of make, the conditions as illustrated in this booklet will apply. While not a characteristic of equipment, it is a characteristic of air that if any flat object is located against an outside wall or against other refrigerated equipment, a dead air space will result. Since dead air is a good insulator (for instance, dead air between two glasses) the cold air which collects cannot be heated by the store heating system. Under certain conditions sub-freezing temperatures may result.

Any drains located in such a dead air space will have water freeze in the pipe. The results are obvious. Where such a condition exists, a small circulation fan will carry store heat to that area.

Another solution is to install heater cable or simply a light bulb adjacent to such pipe. There are many heating cable products even thermostatically controlled, which may be economically applied when necessary.

Must Iron Pipe Be Used?

It is not always necessary to use iron pipe. Copper tubing or plastic pipe are fine and really lend themselves better to the refrigeration trade, since most refrigeration men will have the tools and equipment necessary to handle them.

But—remember, the inside diameter of the fittings, as well as the pipe, must not be less than 1 in. Watch particularly the inside diameter of adapter fittings.

Sometimes it's pretty tough to find the space for a trap with the space limitations in a store.

There are a couple of ways to make traps that do not use much space. Try a cross over (Fig. 7) or if you prefer, you can use two

45° elbows and a 90° elbow (Fig. 1). If you still don't have enough room you can incline the trap so long as the top of the bottom elbow is below the bottom of the outlet pipe.

Where possible, another alternative is to trap the pipe at the end of a run by simply using one 45° elbow with a short nipple and then a 90° elbow.

Conclusion

None of the requirements spelled out here are any more than good plumbing practice. But—they cannot operate properly without proper drainage any more than an automobile can run properly without gasoline.

READS NEWS AT HOME



GENE KOSKI

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Branch Manager
Drayer-Hanson, Inc.
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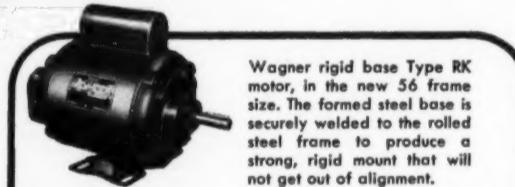
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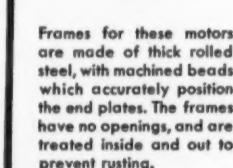
Wagner capacitor-start induction motors are the right kind of motors to use for most single-phase applications. They have become first choice of many leading manufacturers of air conditioners, refrigerators, freezers, water pumps, and motor-driven tools, and are used in many other similar fractional or integral horsepower applications.

These motors offer low maintenance cost—only a minimum of servicing is required—and they give many years of reliable service with unusual freedom from vibration and noise.

Pictured above is the Wagner Type RK, resilient-mounted capacitor-start induction motor in the new 56 frame that is used for $\frac{1}{2}$, $\frac{1}{2}$ and $\frac{3}{4}$ hp ratings. Smaller fractional ratings, and integral sizes from 1 through 5 hp, are also available.



Wagner rigid base Type RK motor, in the new 56 frame size. The formed steel base is securely welded to the rolled steel frame to produce a strong, rigid mount that will not get out of alignment.



Frames for these motors are made of thick rolled steel, with machined beads which accurately position the end plates. The frames have no openings, and are treated inside and out to prevent rusting.



These motors are equipped with the Wagner quick-break switch that disconnects the starting winding and capacitor from the line when the motor approaches operating speed. It operates over a million times without trouble.

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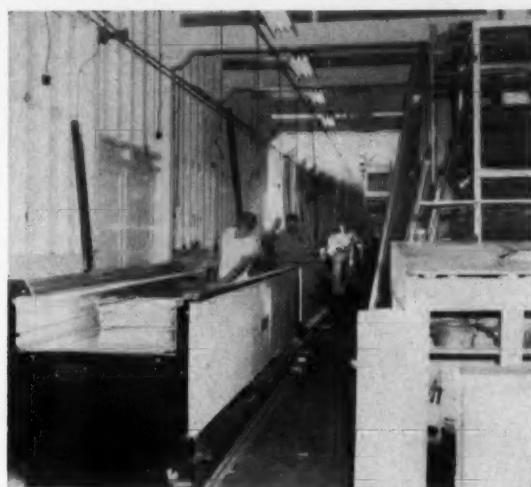
MS4-15

Texas Facilities Prove Worth, Are Now Equipped for Complete Production Job

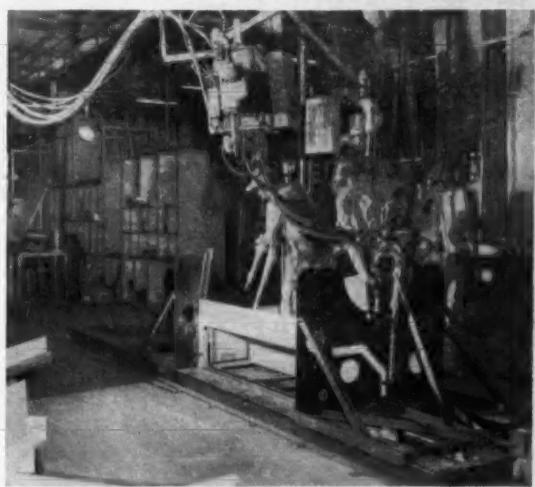
One of the earliest moves of the Tyler Refrigeration Corp.'s expansion plans which started 10 years ago was a decision to establish plant facilities in the southwest.

Among the factors involved in the decision, of course, was that of the bright prospects offered for refrigeration equipment in the great expanding market in that area. But of great importance, also, was the savings in freight charges to customers in a wide area. So plant facilities were acquired in Waxahachie, considered a good central point in Texas.

Officials of Tyler report that the Texas plant resulted in a realization of these expectations to a high degree, and now with the installation of new heavy machinery, the Waxahachie plant now represents a duplication of main plant facilities for the production of much of the complete Tyler line.



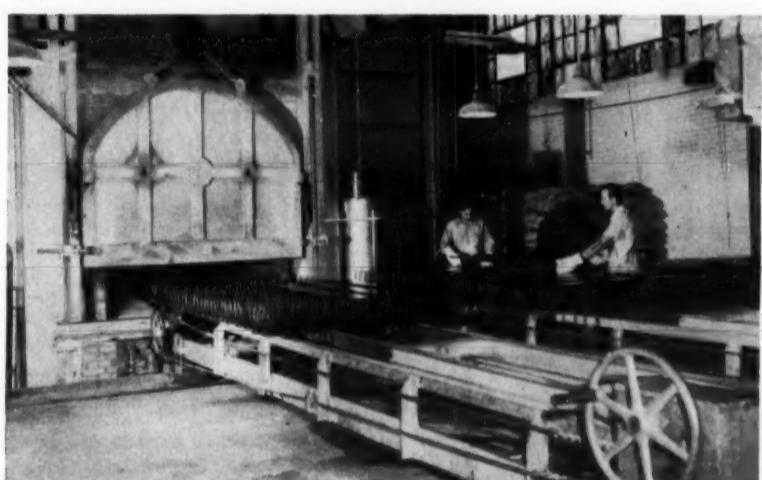
OPEN MEAT SALES CASES on typical Waxahachie plant assembly line. Texas plant now has complete manufacturing facilities for production of the complete line of new sales cases including meat, frozen food, produce, and dairy models, plus other commercial refrigerators.



INTRICATE, COMPLEX jig welding by highly skilled technicians will help to insure extra years of operation from precision-built mass produced refrigerated fixtures.



EXPANDED, SHELTERED loading dock at the Waxahachie, Texas plant of Tyler Refrigeration Corp. is a busy place as shipments move out to customers best and most economically served from this plant. Dock workers are shown loading frozen food case into a trailer, while worker on truck pulls beverage cooler to another trailer awaiting pickup.



REFRIGERATOR PARTS at the Waxahachie plant are shown being loaded onto conveyorized point bars. They are then moved into the porcelain furnace where the 1,500° F. temperatures will fuse the porcelain to steel.

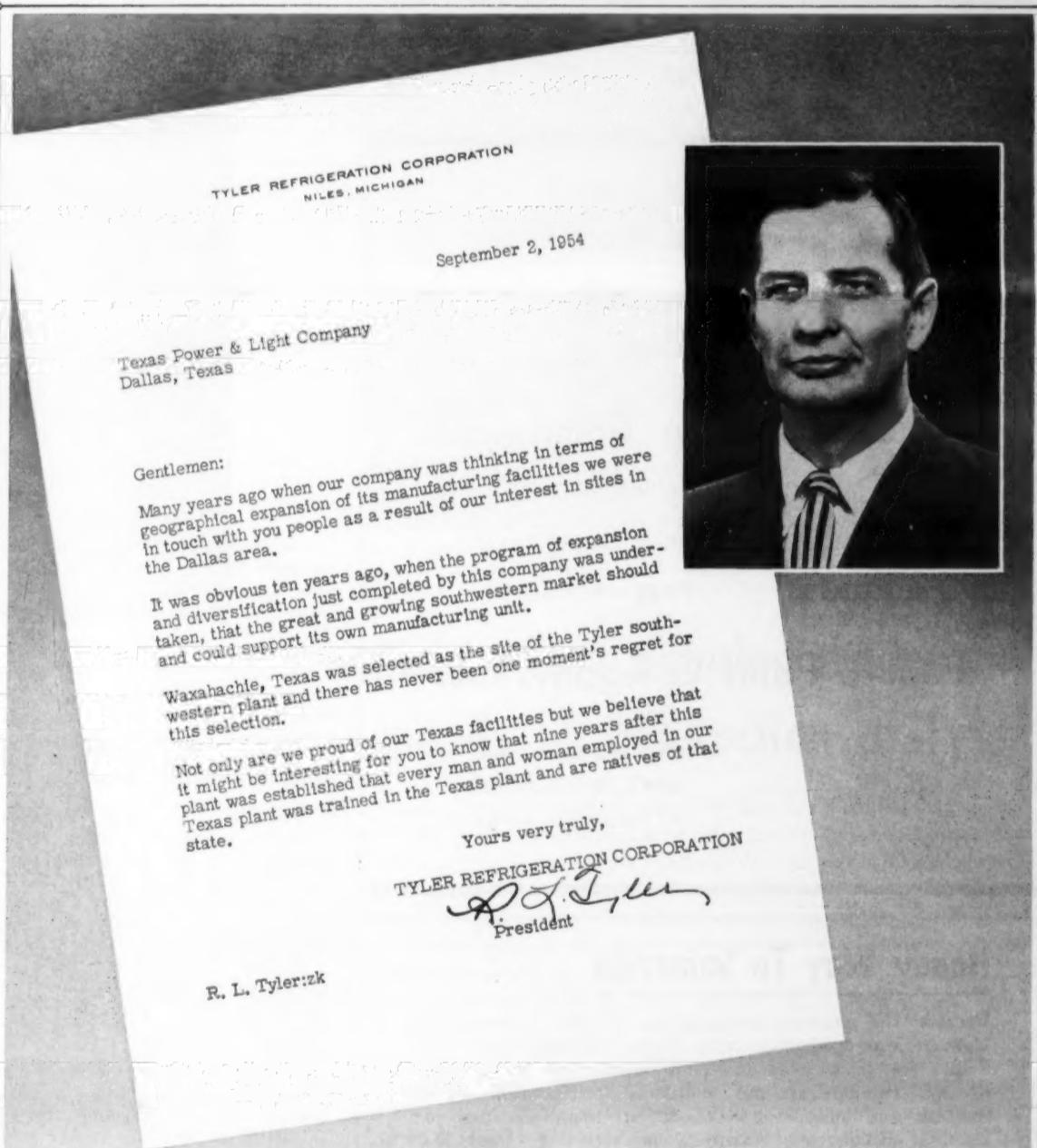


ONE OF THE KEY operations in the production of the display cases is welding, and here the spot welding department is making a critical weld on an end section for a refrigerated case.

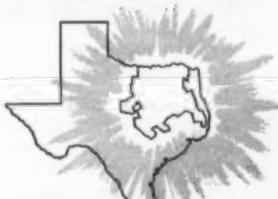


THESE PRESS BRAKES form part of a battery of presses and other heavy machinery that enable a single sheet of steel to be processed on a production line basis at Waxahachie.

(RIGHT) COMPLETELY FABRICATED at the modernized Texas production facilities, these new, re-designed beverage coolers move on conveyorized production lines, and here await the installation of condensing units.



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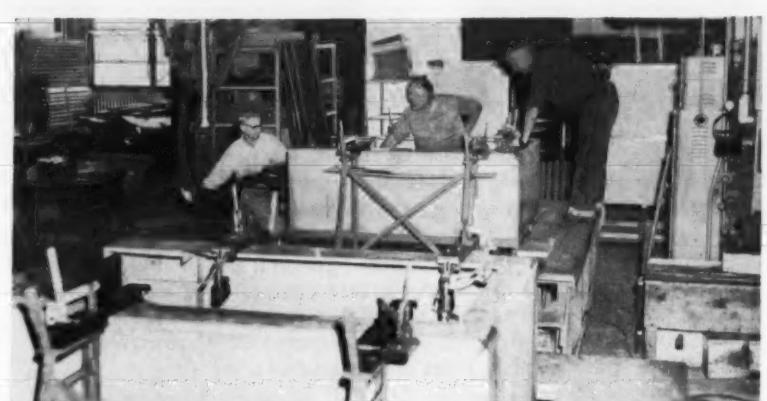
NEARING END OF assembly line operations, employees put finishing touch to this refrigerated display table, one of the commercial refrigerator products made at the Cobleskill plant.



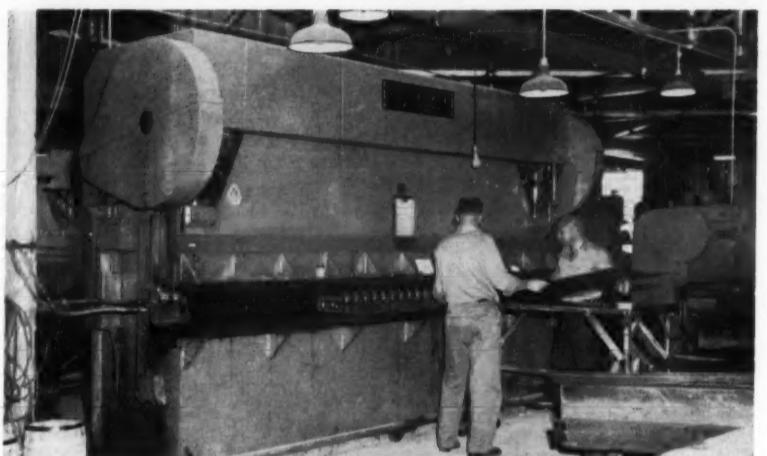
PARTS MOVING ON hanging conveyor are finished by spray painting, and then will be carried to main assembly line for assembly into a home freezer model.



OPERATING ALMOST 24 hours a day, this power shear is busy cutting cabinet sections for an entire production run. Parts are then stored in special racks beside the assembly lines, for fast handling by assembly line workers.



GUN WELDING on precision jigs is performed on new line of welded steel reach-in refrigerators, just being introduced by Tyler, and produced at the Cobleskill facilities.



A RECENT ADDITION to the production facilities at the Harder Div. plant at Cobleskill is this huge multiple-punching power brake.

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SOLUTION BEING TESTED in the above picture is for the purpose of insuring uniform finishing results in the Bonderizing process used for steel shells.

Maintenance of Calcium Chloride Brine' Issued

WASHINGTON, D. C.—Suggestions for accurately testing brine strength and tips for strengthening brine are offered in Brief RB-1 "Maintenance of Calcium Chloride Brine" issued recently by the Calcium Chloride Institute here.

The brief includes data on tests for ammonia leakage, alkalinity or acidity of brine, corrosion inhibitors, and methods for correcting acidity and alkalinity.

A chart indicates proper amounts of calcium chloride needed in preparing or strengthening brine. Copies of the brief are available on request.

Paragon Folder Gives Data On Defrosting Controls

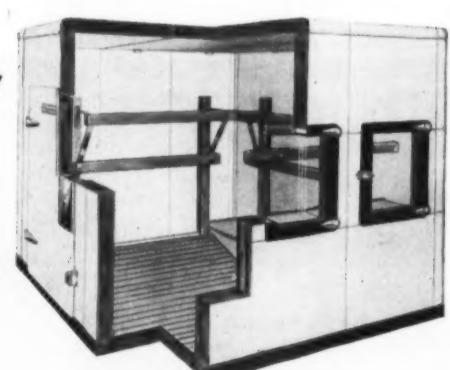
TWO RIVERS, Wis.—A four-page folder on Paragon TPT-300 Series time controls for various means of defrosting was published recently by Paragon Electric Co. here.

Emphasis is placed on the company's new "Chrono-temp de-frost-it." The bulletin lists the special features of the controls, gives general specifications, prices, and wiring diagrams.

For perfect results in fabrication of refrigerator breaker strips, door framing, and header construction of walk-in coolers—

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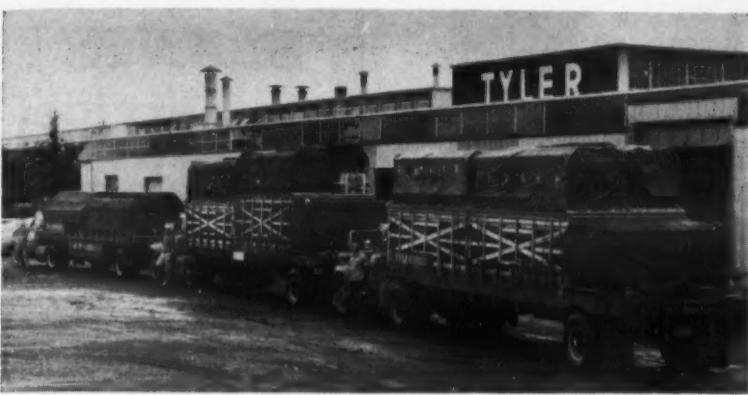
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9-27-54



PART OF TYLER 'TRUCK FLEET' loaded and ready to leave plant with complete installation for a food store to be delivered directly to the customer. High cost of trucking is partially offset by not having to crate the fixtures. Careful scheduling and routing of fleets also helps to hold cost down.



TRAFFIC MANAGER LES FISCHER (seated) studies routing operations with Geo. McBain, dispatcher at the Niles plant. McBain is in touch with drivers by telephone to answer their questions. The company finds that the direct delivery of all of the equipment for an installation has considerable "sales promotion value."

Tyler 'Truck Fleet' Delivers Complete Food Store Installation Right to Buyer

NILES, Mich.—Complete food store installations trucked direct from a Tyler plant to the buyer's place of business.

That's one of the most spectacular parts of Tyler Refrigeration Corp.'s "over-the-road" trucking operation, moving finished products as well as components and raw materials, which company offi-

cials, based on their operating experience, believe has added considerably to the over-all improvement of the company's operations.

Tyler's "truck fleet," which was comprised of one truck in 1942, and now numbers 14, includes:

2 stake trucks with 24-ft. platforms.

12 semi-trailers 28 ft. and 32

ft. long, these consisting of one open-top model, four gondolas, and the rest flats, three of which are tandem axles and the balance single axles.

The trucks were originally used in a limited geographical area encompassing Wisconsin, Illinois, Indiana, Kentucky, Ohio, Michigan.

Expansion of plant facilities into Texas, upper New York State, and Smyrna brought about the necessity for interplant trucking service, and lead to present coverage which includes New England and southwestern states Kansas, Oklahoma, Louisiana, Missouri, Arkansas, and parts of Texas.

Commercial refrigerators are a commodity not generally considered profitable to handle by commercial truckers, who depend on heavy return loads to balance out their operation.

While a large percentage of Tyler truck deliveries (factory-to-customer) are a one-way proposition with the trucks returning empty, a careful control of expenses and the fact that refrigerators are delivered without crates make it possible to carry on the trucking operation at no greater expense than other methods of handling freight.

And there is considerable "sales promotion value" in the ability to put a complete store installation "on the customer's doorstep" so to speak, all set to be put in place by the Tyler agent, and not even needing uncrating.

The trucks are also used in "interplant" trucking operations. For example, there is a weekly interchange (from the main plant at Niles) with a truck from the Waxahachie plant. A teletype communication at the start of the week provides information on the items loaded and the interchange point. The trucks meet in Missouri and after the interchange the trailers proceed to make deliveries before returning to their home plant.

Traffic managers at the Cobleskill and Smyrna plants tie in their routing operations with deliveries in such a way that they can arrange to have westbound loads ready upon arrival of the truck.

At the Niles plant George McBain sits behind a schedule sheet half the size of his desk and supervises loading, calls drivers in for trips, and keeps day-and-night vigil by the telephone at home and at the office to answer queries from drivers who call in, on occasion, from all over the country.

Tyler's Expansion Program--

(Concluded from Page 13)
line by the addition of home freezers.

A Facility In the Southwest

Another result of the company's plans for postwar expansion was its decision to acquire a plant in the Southwest. This was an area which was seen to have tremendous growth possibilities, and a plant in that area would also mean considerable savings in freight charges for many customers.

This led to the leasing of facilities at Waxahachie, Texas, in the spring of 1945. The plant was equipped and toolled for commercial refrigerator production, and manufacturing operations were started in September, 1945. Later the entire property at Waxahachie was purchased by Tyler.

The first full postwar year at Tyler was marked by a tragedy. Jerry Tyler, his wife, and his son were victims of the LaSalle hotel fire in Chicago. Robert Tyler, then general sales manager, was named president of the company.

Aim of the Program

Together with a corps of young but experienced executives Bob Tyler carried out a program of product development and plant expansion that has given the company one of the most complete lines of equipment in the commercial refrigerator field, and some of the

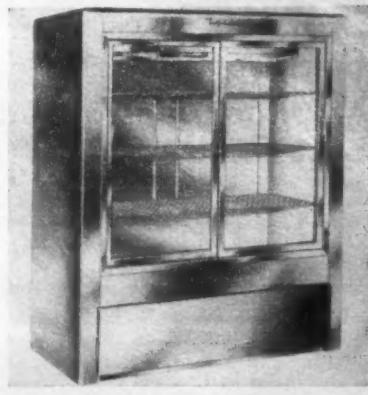
most modern production facilities.

The tradition of Tyler "advanced design" engineering was continued and accelerated. With a background of such Tyler "firsts" as welded-steel construction, sectional metal-clad walk-in coolers, and open frozen food display cases, other "firsts" were developed. These included automatic defrosting for open cases, high level refrigeration, refrigerated display tables, multi-deck meat cases, sectional storage freezers, rolling cold packaging conveyors, and easy-reach sales cases.

One of its latest developments was that of "Rolling Cold" which permits the use of "conveyorized" straight-line production packaging in stores with self-service meat operations.

The product involved in the "Rolling Cold" setup is basically a standard steel refrigerated unit either 8 or 12 ft. long, built to be placed on legs or a platform so as to adjust its height from the floor as required, with sturdy stainless steel sides rising 16 in. from the horizontal surface inside, on which may be placed aluminum rollers.

With the rollers in place, as many of these units may be placed end-to-end as needs require or space permits. In a typical example of its use, one end is placed inside the meat coolers, where butchers prepare the meat and place it on pans on the conveyor, after which



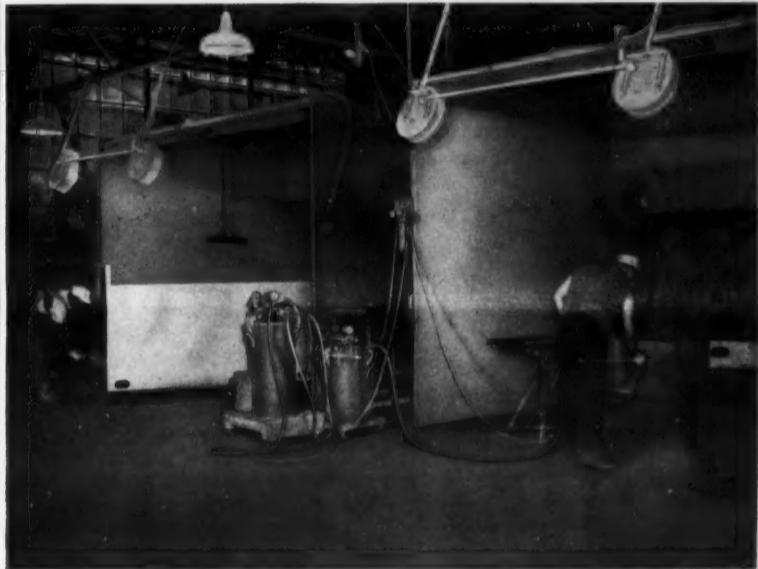
NEW MODEL Slide-Door stainless steel reach-in model produced at Tyler's Cobleskill plant. It is also available in white baked-on enamel.

it is rolled along to women who weigh, price, and package it and put it in adjoining self-service meat display cases.

The unit is refrigerated, so that the meat never rises above a temperature of 35° F., yet the cutters and other employees are working in a "warm room" atmosphere.

Latest Tyler "first," the complete new, easy-reach sales-case line, introduced in early 1954, includes many innovations such as convenient 36-in. shopping and loading height, superstructures furnished as separate accessories.

Then today, Tyler is pioneering the use of "all color" fixtures to make the modern food market a gay place of contrasting colors, a departure from the all-white decor, particularly in refrigerated fixtures, found in most markets.



Two of the ten Binks water wash spray booths used in the plants of the Tyler Refrigeration Corp. The men in this picture are using Binks spray guns and equipment to give Tyler open style refrigerator cabinets their attractive and enduring finish.

Binks spray painting equipment speeds up production at Tyler

If repeat orders indicate preference, then there can be little doubt that the Tyler Refrigerator Corporation prefers Binks spray painting equipment. In the past ten years Tyler has purchased 10 Binks water wash spray booths complete with guns, fluid tanks, hose, extractors and all accessories needed to speed up the application of high quality finishes on their well-known commercial refrigerators and home and farm freezers.

Commenting on Binks products, Earl W. Kent, Tyler's Director of Production says: "All of this equipment has done a very satisfactory job in enabling us to yield quality production and in speeding up our service deliveries. Booth maintenance has been reduced to the minimum. Fumes and overspray are quickly removed from the plant but they do not contaminate the air outside the building because the washing action in the booth is highly efficient."

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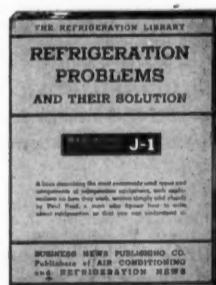
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9-27-54

Got a Free Ride**Contractor Found Neighbor Hooked Into Power Lines**

OMAHA, Neb.—In the installation of two 5-ton package air conditioning units in the offices of a construction firm here, an Omaha air conditioning contractor performed an unusual favor for the client.

In order to supply sufficient power and standby lines for the air conditioners, the contractor found it necessary to rip out old wiring cable in the baseboard of the construction firm's office.

On removing the old cable to install new BX conduit, the air conditioning contractor was startled to find that the lighting circuit for an insurance agency next door, employing 15 persons, was connected directly into the construction firm's supply line.

Closer investigation revealed that the construction firm had been unwittingly paying the electrical service bill for the insurance company for more than 12 years. Although there had been several complaints that the bill was too high, nothing was done about it.

The wiring circuits were promptly separated, and the insurance company, which had been highly pleased with its "minimum service bill" each month for more than 12 years, looks forward unhappily to a sudden and heavy increase.

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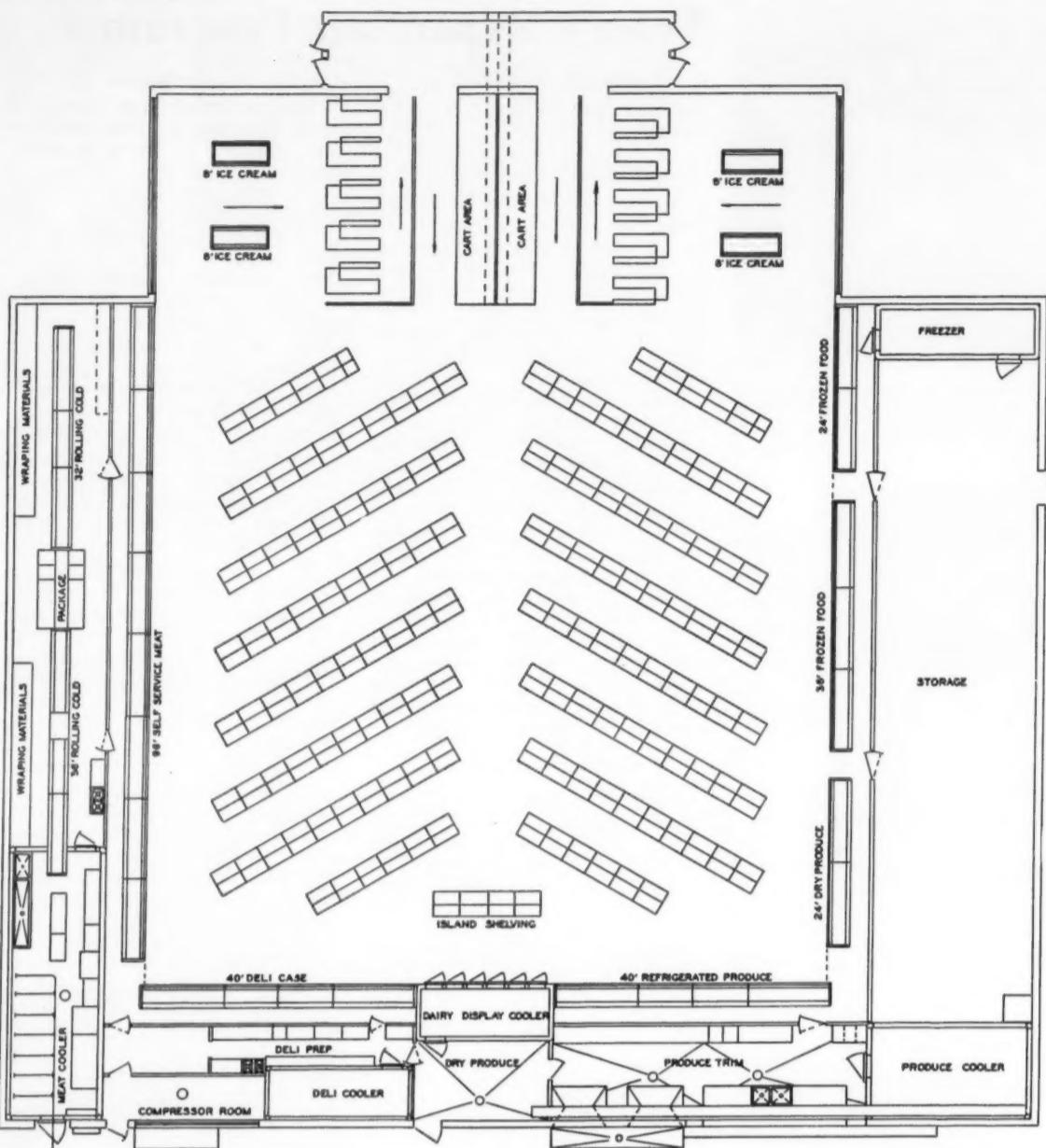
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9-27-54

**'Idea Market' Offers Some Fresh Approaches To Planning a Modern Retail Food Store**

There are lots of new ideas in the designing and equipping of retail food markets. Not too often, however, do you find them put all together in one package.

However, Jack Dickie, merchandising specialist for Tyler Refrigeration Corp., developed plans for what he calls an "Idea Market" involving some rather advanced concepts in market planning. The drawing is the plan for the "Idea Market" and Dickie offers the following explanation:

Designed To Reduce Labor and Operating Costs

- Each department is a unit in itself.
- Back room of each department is used only by that department—no overlapping of functions.
- Each backroom area can be locked completely when employees leave.
- Backrooms are located directly behind department to be serviced—providing easy servicing—maintenance of display and maximum labor usage.

Designed for Beauty

- All wall area departments are recessed to line up with the perimeter of the retail area.
- This provides great flexibility for color combinations and lighting effects.

Designed To Take Check Out Function Out of the Retail Sales Area

- Notice that the customer checking out is completely out of retail sales area.
- It is believed that by relieving this sales area congestion that sales will increase materially.

Designed To Sell Perishables

- Perishables completely surround the grocery sales areas.
- Grocery islands are arranged so that customers may go in any direction on entering but regardless of that direction they are subjected to perishables.

Designed for Non-Food Mezzanine Departments

- Over meat department.
- Over delicatessen, dairy, and produce departments.
- Over grocery storage and frozen food.
- Over check-out area.

Designed for Exterior Beauty

- Broken lines enhance appearance.
- Ground area thus provided can be used for beautification, shrubs, trees, or garden.
- Gives building dignity and character.

SLANTS on Service

"Slants on Service" is a handy "package" devised by the NEWS for its busy readers.

Serviceman Can Analyze Some Sludges In Field

Most sludges removed from refrigeration systems require chemical analysis in the laboratory to identify the contents, but one common substance can be easily identified in the field by the service engineer—free iron.

Service engineers ought to carry a small Alnico magnet in their tool box, suggests John Bopp, chief chemist, Refrigeration Div., Ansul Chemical Co., who explains how to use it in testing sludges in the field:

"Place the sludge (oil in it won't matter) in a glass container and pass the magnet on the outside of the glass across the area covered by the sludge.

"Watch the contents for movement. The magnet, through the glass, will attract the iron and cause it to move when the magnet moves. Dry solids may be touched directly by the magnet and any free iron will be picked up by the magnet.

"Many sludges are almost entirely free iron and oil. Other types of sludges do not respond to a magnet.

"From this test, the service engineer can determine if his problem is primarily mechanical. In the event the sludge does not respond, he will know outside help is required for identification of the material."

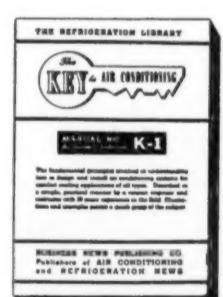
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9-27-54

NFFLI Accepts Food Plan Operators--

(Concluded from Page 1, Col. 5) centers \$20, and freezer food suppliers \$30.

Madeira told members that the board of directors would establish the qualifications for membership by food plan operators so that only the "legitimate" operators would be permitted to join. He and others said that good food plan operators wanted to join the institute and they felt that such operators should belong and would strengthen the organization.

THREE QUEENS ELECTED

Significantly, at the opening session of the convention, four judges failed to pick a "Miss Frozen Food Locker Institute" as queen of the convention but instead awarded three crowns to "Miss Locker Plant," "Miss Frozen Food Center," and "Miss Freezer Food Supplier."

In addition to approving these changes, the more than 1,400 registrants at the convention also expressed their appreciation of a number of innovations made in the convention itself.

They liked the idea of having "no speeches" to listen to. All general sessions were devoted to panel discussions on a number of prepared questions. A "mystery voice" seeming to come out of nowhere patrolled the panelists and politely reminded them of the "no speech" rule when they talked too long. While the "mystery voice" was not needed very often to cut off speakers, the threat he presented worked wonders in achieving brevity from the platform.

Each registrant was presented with a pad containing all the prepared questions that would be answered by panelists. After each question there was room for the listener to jot down the answers. After each group of several questions, the moderator would call for additional questions or comments on that subject from the floor. Very often his call was answered.

In this fashion, the convention attracted an unusual amount of audience participation and succeeded in maintaining a high level of audience interest throughout.

SIXTEEN FREEZER MAKERS EXHIBITED

Some 16 freezer manufacturers exhibited their wares during the convention. Four of them showed new upright models that had never been exhibited before.

Westinghouse Electric Corp. exhibited a 11.3-cu. ft. commercial frozen food storage cabinet containing four compartments that can be individually locked. This particular unit is being distributed nationally by National Self Service, Inc., a new organization launching a patented food plan for apartment house dwellers. (See story elsewhere in this issue.)

Gibson Refrigerator Co. displayed a new 17-cu. ft. model that will be shown to distributors next month. Ranney Refrigerator Co. showed its new 13 and 17-cu. ft. units just recently introduced under its own label.

A brand new 13.5-cu. ft. unit that is currently being introduced to dealers was exhibited by Fogel Refrigerator Co.

That freezer food plan selling is a topic of great interest to institute members was demonstrated by the large turnout for a special luncheon (at \$3.25 a head) featuring a clinic on the subject.

GREAT FUTURE IN FOOD PLAN

While the panel members agreed that there was a great future in food plan selling and that locker operators could do it profitably, they differed considerably in how it could be done.

Some believed that the profit was in the freezer and not in the food. Others felt that the profit should be in the food rather than the freezer.

One operator testified that he made more money and more friends and had less grief when he supplied the food and let the appliance dealers sell the freezers. But another argued that the locker operator is missing out on the big profit when he does not sell the freezer.

One operator advocated lengthening the time of payment if need be to make it easier for the customer to pay. Another would cut down on the length of time payment and sell a smaller freezer.

A repossession rate of 5% was considered satisfactory, though it was recommended that the dealer look into the situation if it got higher. One dealer commented, however, that if the repossession rate was too low, it meant your credit was too tight and the dealer was missing out on sales he could be making.

NEHRING ELECTED PRESIDENT

At the final session of the convention, M. J. Nehring of Paynesville, Minn. was elected president of the institute for the coming year. Emil Otten of Oak Lawn, Ill. was named first vice president; Berl Buij of Marion, Ind. second vice president; Walter McCray of Kansas City, Mo. third vice president; and Robert L. Madeira of Elizabethtown, Pa. secretary-treasurer.

Ed Weeks of Chicago was elected to fill an unexpired term on the board of directors. New directors elected for three-year terms are Joe Czarnecki of Chicago, Ed Bailey of Philadelphia, Mrs. Kathryn Shelton of Oxford, Pa., and Francis King of Denver.

Next year's convention will be held at the Netherlands Plaza hotel in Cincinnati from Sept. 18 to 21, it was announced.

Savannah Department Store Opens Air Conditioned Bldg.

SAVANNAH, Ga.—Levy's Department Store recently opened its new three-story block-long building which is completely air conditioned.

Erickson's installed the air conditioning, heating, and plumbing. Mingledorff's had the contract for the refrigeration plant.

Officials said a total of 112 air ducts, located at scientifically selected points in the huge building, distribute cool or warm air, whichever is needed.

American Motors Sues MESA for Damages In Strike at Kelvinator

DETROIT—American Motors Corp. has filed suit in Federal court for \$888,135 against the Mechanics Educational Society of America and will seek continuing damages of \$10,100 per day against the union for the duration of the strike which has closed the company's Detroit Kelvinator plant since Aug. 2.

The company's suit at the same time asked the court to dismiss the union's suit of Aug. 31 as being without foundation in fact or law.

American Motors' action is a countersuit and answer to MESA's damage suit filed Aug. 31. The MESA suit followed announcement July 30 by the company that ice cream cabinet and chest-type freezer production was being transferred to the Kelvinator plant in Grand Rapids in 30 days. (The company already builds refrigerators, electric ranges, and vertical-type freezers in Grand Rapids.) The union declared that the company had no right to transfer production or buy outside services without union permission.

The company also seeks damages based on MESA's illegal contract with the Teamster's Union, AFL, Joint Council No. 43 and its affiliated groups, the Riggers Union, AFL, Local No. 575. The company contends the contract among the unions, under which they agree not to move equipment out of the Detroit plant, is a violation of the Labor-Management Relations Act of 1947 and constitutes a secondary boycott, as well as a violation of the company's labor contract.

The company charges that after MESA's illegal strike began, MESA signed a contract on Aug. 9 with the Teamsters and Riggers unions to force employees of companies in the dismantling and hauling business to refuse to perform services for American Motors.

American Motors' suit seeks an injunction against the contract violations, and damages from the beginning of the current strike to the present, including accruing damages which cannot now be estimated. The complaint states the company will seek to recover these damages in a supplemental action.

The complaint states that at the time of the settlement of a previous 41-day strike beginning July 24, 1953, the company advised the union in writing it would not move chest-type freezer production prior to Dec. 31, 1953. The company's letter added, "It must be clearly understood, however, that the company's right to determine the type of products to be manufactured is not modified, altered, or relinquished in any way by this decision."

American Motors advised the union and employees on July 30 that transfer of cabinet work to Grand Rapids would begin Sept. 1. The company said the move was necessitated by competitive trends in the appliance industry.

Other major manufacturers in recent years have consolidated their production at single locations.

tions, and the company said it could not economically justify operating duplicate facilities in two Michigan cities. The company said its officials began discussing the need for such a move with employees and with union representatives in late 1952.

Harry Price Speaks Out--

(Concluded from Page 1, Col. 2) their lines. He also offered this advice:

"Select your sales personnel carefully and give them plenty of good leadership so they'll build the volume that makes you important to manufacturers."

"Get outside the store and sell."

"It takes a long time to figure out the right ones, but work towards getting exclusives and restricting yourself to a few lines rather than spreading yourself across the field."

Price predicted that the future would bring cooperative distributor-buying organizations.

"After the war, around 1948, consumer demand was filled and suddenly distributors found themselves stuck with merchandise they had to dump via backlog methods," he declared. "That eventually led, in 1950, to the growth of discounters."

"Don't mistake me, I firmly believe in the place of distributors in our distribution setup, but I think they're the ones who will have to pay the worst price for what has

happened. Some of them have cut their own throats and because of that I foresee cooperative distributor-buying organizations in the future."

Discounters "could leave their imprint in improved buying habits and cost of doing business," Price asserted. But, he added, "I don't think they are so much an economic as a moral problem."

"They imply that it is dishonest to enjoy a fair profit. They do nothing to create want, which is probably the major point against them. National advertising by manufacturers won't create this want sufficiently; it's a local store responsibility."

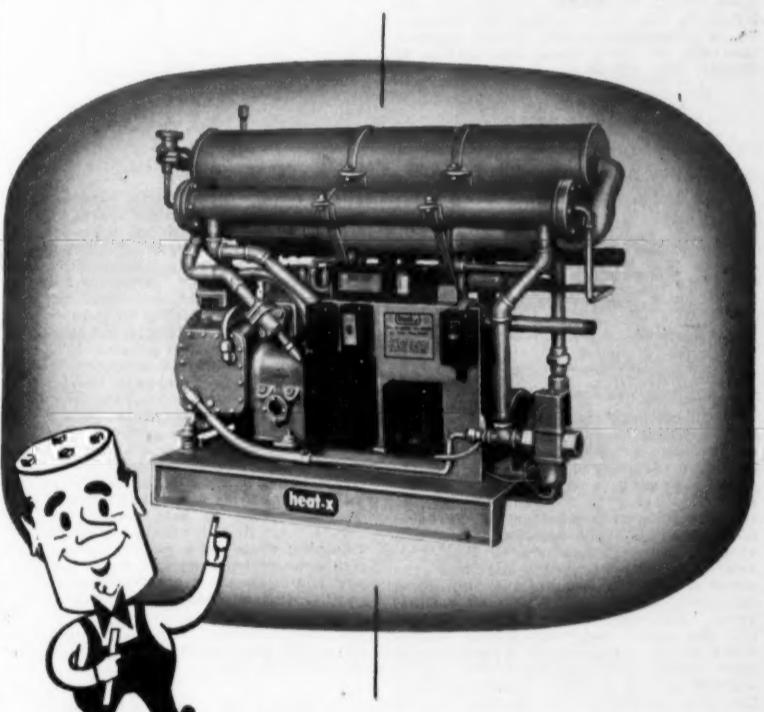
Suggesting how dealers might improve their operations, Price asked: "How attractive do you make selling to your retail salesmen?"

"I'll bet from the moment you come in in the morning until you leave at night, you complain about all the problems you face. Negative attitudes aren't the way to enthuse a sales force."

"And don't ever forget that the capacity to move goods, in other words the sales force, is the difference in quality responsible for your success. Good supervision and good compensation are important."

Calling trade-ins the specialty store's biggest future, Price urged dealers to learn to recondition and resell used appliances. He said his firm grosses \$10,000 a month on sales of reconditioned merchandise.

THE NEWEST MEMBER OF THE EXPANDING heat-x LINE .. 'PC' PACKAGE CHILLERS



"PC" Package Chillers, latest addition to the Heat-X line, are entirely self-contained . . . delivered completely wired and charged with Freon-12 . . . ready for plug-in operation.

All refrigerant passages are of INNER-FIN construction . . . a patented Heat-X exclusive . . . permitting compactness of design, efficiency of operation impossible with old style construction of other chillers.

These reliable, economical Heat-X Package Chillers, available in 2 HP. through 15 HP. models, are ideal for chilled water air conditioning systems, drinking water or beverage cooling applications, industrial water cooling uses.

HEAT-X-CHANGER CO., INC.
BREWSTER • NEW YORK

FOR ACCURATE, DEPENDABLE TEMPERATURE CONTROL SPECIFY *Ranco*

"TWO-TEMPERATURE" TYPE 019-1559 CONTROLS

Made right to fit right to work right in either natural or forced convection units, the Ranco Type 019-1559 provides better protection for perishables, helping to prevent drying out, shrinkage and spoilage.

This control assures uniform fixture temperatures and uniform high relative humidity. Defrosting of the coil is completely automatic, regardless of weather or load conditions, or cold location of the compressor. The Ranco Type 019-1559 automatically changes its differential to suit the load of each running cycle.



Ranco Inc.



WORLD'S LARGEST MANUFACTURER OF REFRIGERATION CONTROLS



Government Contracts

PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request to the purchasing officer under which the purchase is listed in this Synopsis. Be sure to identify completely the bid invitation to which you wish by including in your request the item description, the invitation number or reference number and the opening date.

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following U. S. Army Ordnance Offices: Ordnance Tank Automotive Center; Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Raritan Arsenal; Ordnance Ammunition Center, Joliet, Ill.; Rock Island Arsenal; Springfield Arsenal; Watervliet Arsenal; and Watervliet Arsenal. Complete information on any purchase listed by any of these offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not ask an Ordnance District Office for information on a purchase unless it is listed by one of the above-named offices.

Invitations for bids numbers will be followed by the letter "B." Requests for proposals or quotations will be indicated in this column by the letter "Q." or, if numbered, the number will be followed by the letter "Q."

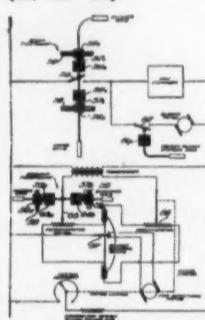
DEPARTMENT OF DEFENSE

Description	Quantity	Invitation No.	Opening Date
Contracting Office, Clovis Air Force Base, Clovis, New Mexico			
Repair and alteration of recreational Bldg. T-11, replace present electrical system and install one (1) 1,250,000 B.t.u. oil-fired warm air heating system with one (1) 1,000 gal. underground fuel oil storage tank in strict accordance with plans and specifications of Project CL-18-65.	Job	(29-606-55-10B)	27 Sep 54
Middletown Air Materiel Area, Olmstead Air Force Base, Middletown, Pennsylvania			
Recondition and place cooler in a serviceable condition.	(RFP 36-600-55-5036 S)		4 Oct 54
Purchasing and Contracting Office, Stewart Air Force Base, Tenn.			
Installing air conditioning system. Any additional information and/or individual copies of invitation for bids may be obtained from this office.	Job	(40-602-55-7 "B")	28 Sep 54
General Stores Supply Office, 700 Robbins Ave., Philadelphia 11, Pennsylvania			
Gas Dichlorodifluoro-methane (Freon 12) and Dichlorotetrafluoromethane (Freon 114) commercial grade low pressure liquefied in accordance with Spec. BB-F-671A.	2,091,718 lbs.	(155-278-55-B)	6 Oct 54
Kansas City District, Corps of Engineers, U. S. Army, 10 E. 17th St., Kansas City, Missouri			
Const. of control tower, Forbes AFB, Topeka	Job	ENG-23-028	22 Oct 54
		55-13B	

PATENTS

Week of May 4 (Concluded)

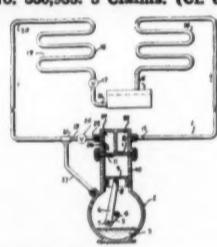
2,677,749. RADIANT HEATING SYSTEM. George K. Raider, Chicago, Ill., assignor to The Pyle-National Co., Chicago, Ill., a corporation of New Jersey. Application Oct. 29, 1949, Serial No. 124,632. 19 Claims. (Cl. 219-33.)



11. In combination in a ventilating system operable on the so-called pressure-displacement principle, a space to be ventilated, a secondary plenum chamber superjacent said space, a primary plenum chamber superjacent said secondary plenum chamber to carry pressurized air, diffusion means between said secondary and said primary plenum chambers to allow low-velocity, reduced-pressure air into the secondary plenum chamber, a thin foamed plating forming a common wall between said secondary plenum chamber and the space, said plate having a plurality of uniformly spaced diffusion passages extending therethrough for supplying diffused air at a low velocity through the plate throughout its surface area to said space, one side of said diffuser plate presenting a smooth wall surface to the space, the opposite side of said diffuser plate having local heating means extensively spread thereover and secured on said plate in thermally conductive relation therewith for heating said diffuser plate throughout its entire area without obstructing the air diffuser holes to make of it a radiant heating panel, as well as an air diffuser panel, means for varying the temperature of the air flowing into the space, a radiant thermostat responsive to variations in the output of the radiant heating panel to control the local heating means and a room thermostat responsive to variations in room temperature to control the air temperature varying means.

15. Heating means for a compartment comprising a duct and a thin diffuser plate thereover for supplying diffused air at low velocity through the plate throughout its surface area to said compartment, the diffuser plate presenting a smooth wall surface to the interior of the compartment and having a great number of small holes therethrough over its entire surface, and local heating means spread over and in thermal contact with the entire rear surface of the plate but leaving its holes unobstructed and the exposed front surface smooth for heating said diffuser plate throughout its entire area to make of it a radiant heating panel while leaving the holes without impairment of their normal function of passing air in the usual manner, said heating

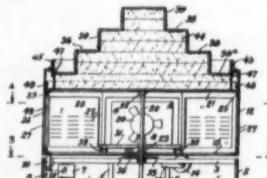
2,681. VARIABLE OUTPUT REFRIGERATION SYSTEM. William E. Davis, Houston, Tex. Original No. 2,603,954, dated July 22, 1952, Serial No. 195,826, Nov. 15, 1950. Application for reissue Jan. 12, 1953. Serial No. 330,933. 3 Claims. (Cl. 63-117.1.)



6. A refrigeration system comprising in combination with a prime mover having duties requiring speeds of operation independent of the amount of refrigeration required, a compressor connected to said prime mover to be driven thereby at speeds dependent on the speed of said prime mover, and having an inlet, a discharge, and an oil retaining space, a condenser having its inlet connected to said compressor discharge, means connected to the outlet of said condenser providing a restricted passage from the condenser and an evaporator connected to the outlet from said passage, a return line from the evaporator to the compressor inlet, a control valve means, interposed in said return line, means for manually setting said control valve means to limit the mass of gas flowing to said compressor and means providing a passage from the oil retaining space to a portion of the system downstream from said restricted passage and upstream from the control valve means, whereby maximum mass of refrigerant intake to said compressor may be controlled independently of its speed without rapid variation in the pressure in said oil retaining space.

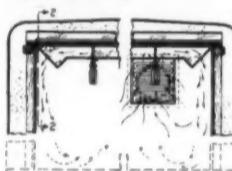
Week of May 11

2,677,940. ROTATABLE REFRIGERATED DISPLAY STAND. Walter Baskin, Brooklyn, N. Y. Application April 22, 1952, Serial No. 283,560. 2 Claims. (Cl. 62-39.5.)



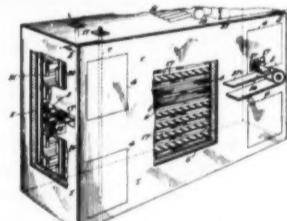
1. A refrigerating display stand comprising, a base, a motor carried thereby, a roller driven by the motor, a roller carried by the base and driven by the first-mentioned roller, the driven roller projecting above the top of the base, additional rollers carried by the base and projecting above the top of the same, a housing having a bottom resting on said rollers and caused to rotate by its frictional engagement with the driven roller, refrigerating mechanism carried by the housing and rotative with the housing, a supporting display stand at the top of the housing and rotative with the same, and coolant passages through said stand to cause frost-coating of the same.

2,677,941. AIR CONDITIONING AND REFRIGERATION TRAILER. George N. Warnick, Calgary, Alberta, Can. Application April 29, 1953, Serial No. 351,837. 3 Claims. (Cl. 62-102.)



1. A refrigerating and air conditioning trailer for the transportation and preserving of meat and the like, comprising in combination an insulated trailer body including side walls, ceiling and floor therefor, a refrigerating unit in association with said trailer, said unit including an evaporator and a circulating fan, said fan being adapted to circulate air from the interior of said trailer past said evaporator, a duct into which said air is discharged, and a distribution manifold spanning the ceiling of said trailer and extending substantially from the front to rear ends thereof, and air discharge outlets in said manifold adjacent the side walls of said trailer, said manifold, when viewed in cross-section, embodying a central panel parallel with and spaced from said ceiling, downwardly and outwardly descending flanges on the side edges of said panel and upwardly and outwardly extending side panels, extending from the lower ends of said flanges to the junction between said side walls and said ceiling, said air discharge outlets being situated in said side panels.

2,677,942. MACHINE FOR MANUFACTURING FROZEN CONFECTIONS. Christian K. Nelson, San Marino, and Clarence R. Behling, Pasadena, Calif., assignors to Eskimo Pie Corp., Bloomfield, N. J., a corporation of Delaware.



1. A machine for making frozen confections comprising an insulated cabinet having an inlet aperture and an outlet aperture, a first refrigerant unit having refrigerant inlet means for introducing refrigerant into said chamber and refrigerant outlet means for removing refrigerant from said chamber, a plurality of ascending refrigerant pipes communicating between said inlet and outlet means, a second refrigerant unit disposed adjacent said first refrigerant unit and having a plurality of descending refrigerant pipes communicating between said inlet and outlet means, a first vertical axle disposed near said refrigerant inlet means and having a plurality of sprockets adapted to engage a chain conveyor, a second vertical axle having a plurality of sprockets and spaced apart from said first vertical axle and adapted to engage an endless chain conveyor provided with carrier plates disposed slidably on said ascending and descending refrigerant pipes, said endless chain conveyor being adapted to ascend the first refrigerant unit and to descend the second refrigerant unit, whereby confections

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

RATES for all other classifications \$10.00 per insertion. Limit 50 words. 20¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box address count as five words, other address by actual word count. Please send payment with order.

POSITIONS WANTED

MANUFACTURERS' REPRESENTATIVES with 20 years' experience as service manager, sales contact, and dealers' representative would like to represent established line of appliances, air conditioners, or refrigeration parts. Territory southeastern states. Now traveling for non allied line. Salary or commission. Florida resident; contact EDWARD E. FEELEY, SR., 732-22nd Avenue, North, St. Petersburg, Florida.

EXPERIENCED SERVICE manager, manufacturer level. Eighteen years' experience in the appliance business including air conditioning. Desires position with manufacturer who needs a real executive. Can formulate policies and coordinate service activity with a sound sales effort. Seeking greater opportunity, presently employed. Age 35, married. For complete resume write Box A5042, Air Conditioning & Refrigeration News.

ENGINEER DEGREE in mechanical engineering, also business training. Eighteen years with manufacturers of refrigeration and air conditioning equipment for systems under 100 tons, also domestic heating equipment. Desires position in service management, training, or technical sales. Will furnish complete resume and photo. BOX A5049, Air Conditioning & Refrigeration News.

INSTALLATION AND service. Commercial and industrial refrigeration, air conditioning, and heating. All sizes up through 300 ton systems. Thirty years in the business. Twenty years operating own. At present with one of Chicago's leading contractors. Want permanent position with company in Florida. BOX A5050, Air Conditioning & Refrigeration News.

EXPERT SERVICE and installation mechanic for ultra-low temperature chambers and environmental test equipment using electronic controls and programming also commercial refrigeration and air conditioning in any tonnage. Age 42, married. Will go anywhere. Write BOX A5052, Air Conditioning & Refrigeration News.

EXPERT AIR conditioning and refrigeration serviceman. Seven years' experience on equipment to 60 ton. One year as sales engineer for large air conditioning distributor. Two years as sales engineer for national manufacturer of air conditioning controls and air distribution products. Good education and appearance. Vast technical background. Excellent recommendations. 32 years old, will relocate. Write BOX A5053, Air Conditioning & Refrigeration News.

MANUFACTURER'S AGENT, with merchandising ability now covering Washington, D. C., Maryland, Delaware, and eastern Pennsylvania, seeks lines that require aggressive selling. BOX A5054, Air Conditioning & Refrigeration News.

MATURE PATENT Attorney, engineering and law degrees, wide experience in all phases of patent and trademark matters, particularly with refrigeration, air conditioning and ice making arts, presently employed in corporation patent department, desires position as manager or equivalent in corporation patent department. Salary range \$15,000. BOX A5056, Air Conditioning & Refrigeration News.

MANUFACTURER'S DISTRICT or divisional sales manager with diversified experience in the field of packaged and room air conditioners. Experience includes: 1. Qualifying and establishing new distribution; 2. Training and developing distributor and dealer personnel. Engineering degree. Seeks opportunity which offers a challenge with incentive. BOX A5058, Air Conditioning & Refrigeration News.

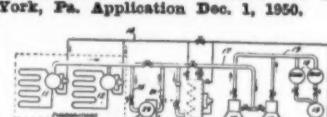
POSITIONS AVAILABLE

SALES ENGINEER: Experienced commercial and industrial sales manager. Packaged and medium size central station units. Excellent opportunity for man capable of handling responsible position. Chrysler Airtemp distributor and contractor. Well organized and established installation and service department. CENTRAL AIR CONDITIONING & HEATING, INC., 924-8th Avenue, South, Nashville, Tennessee.

WANTED EXPERIENCED refrigeration man for low temperature industrial refrigeration work on temperature and environmental test chambers. Prefer man experienced in ultra-low temperature, two and three-stage or cascade systems. Please

to be frozen are conveyed on and by said carrier plates disposed on said ascending and descending refrigerant pipes in said chamber until a suitable degree of freezing has been effected, and means for driving said axes to actuate said chain conveyor.

2,677,943. PLURAL STAGE REFRIGERATION APPARATUS. Alonso W. Raaf, York, Pa. Application Dec. 1, 1950.



3. A system for cooling and sealing a rotary type refrigerant gas compressor in which a coolant is circulated in a closed circuit which includes a jacket surrounding the compressor and a jacket which surrounds the sealing means for the driven end of the compressor shaft, comprising:

advise in your first letter references, experience, and if you prefer shop work or outside work with some traveling. Yearly salary guaranteed. Replies confidential. CONRAD, INC., 141 Jefferson Street, Holland, Michigan.

MANUFACTURER'S REPRESENTATIVES wanted. Our sales program for 1955 provides for establishment of representatives in following territories: Virginia, North and South Carolina; Southern California and Arizona; Florida, Georgia and Alabama; Nebraska, Kansas, Missouri and Colorado. Complete line refrigerated display and storage fixtures, including latest design self-service models for supermarkets; also bakery refrigerators and complete line institutional and restaurant refrigerators. Contact dealers, distributors and food chains. Give complete details as to experience and industry references in first letter. FEDERAL REFRIGERATOR MPG. CO., P. O. Box 558, Waukesha, Wisconsin.

WANTED—EXPERIENCED and qualified sales engineer. Industrial refrigerating and air conditioning. For engineering and contracting firm representing nationally known manufacturers equipment. Pacific northwest. \$5-12,000 depending sales ability. Give complete details, education, training, references and availability. Write BOX A5041, Air Conditioning & Refrigeration News.

FIELD SERVICE engineer for north-central part of the United States, living in or near Chicago. Age 27 to 42, with 10 or more years' experience, preferably food store refrigeration. No installation or service responsibility. We are looking for a capable man who wants to lay down his tool box for a better opportunity. One of the largest manufacturers of food store equipment has an excellent opportunity for a man free to travel in a definite territory without family interference. Salary, expenses, insurance, etc. Also, we need a man for the southeastern states, to live in Atlanta, Georgia. Apply by letter, giving full particulars, with recent photograph. BOX A5044, Air Conditioning & Refrigeration News.

CHIEF ENGINEER for development and design of commercial and residential air conditioning equipment. Well established, AAAL midwest air conditioning manufacturer accustomed to leadership in its field, desires the services of an engineer who has the experience of designing, engineering and developing 2, 3, 5 and 7½ H.P. packaged air conditioners, both air and water cooled. The man we are looking for has proven ability, can take charge of a complete development program, is familiar with field service and application problems, and with manufacturing techniques. He will have at his disposal testing laboratories, a staff of trained engineers, and the cooperation of aggressive management. Salary open. Our employees know of this ad. Reply in confidence to BOX A5057, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

AUTOMOTIVE AIR conditioning supplies direct from manufacturer. Low sides, compressor mounting brackets, idler brackets and pulleys. We can supply any quantities or any components you need. Write for price list. REFRIGERATION ENGINEERING & RESEARCH COMPANY, INC., Box 383, Shenandoah Station, Miami 45, Florida.

FOR SALE: Brand New Popular Brand Supermatic -Hermetic Domes- ½ H.P. \$40.00—¾ H.P. \$42.50—1 H.P. \$45.00. Complete with relay and capacitors. Model R and 7½ H.P. Compressors \$115.00. Details supplied on request. Send for refrigeration parts and supplies catalog listing many other sensational values. WALTER W. STAR REFRIGERATION, 2833 Lincoln Ave. Chicago 13, Illinois.

BUSINESS OPPORTUNITIES

COMMERCIAL REFRIGERATION and air conditioning business for sale. Largest of its type in city of over 100,000 population. Exclusive Frigidaire, C. V. Hill franchises. A highly profitable operation. Modern showroom, offices and warehouse can be bought or leased. Large service department. Owner retiring. BOX A5055, Air Conditioning & Refrigeration News.

MISCELLANEOUS

SERVICEMEN—DEALERS: If it's sales you want, here's your answer. Norge replacement units low as \$46.50 exchange f.o.b. Detroit. Coldspot and Tecumseh units remanufactured. Authorized factory repair station for room air conditioners. For full particulars, call or write MODERN REFRIGERATION COMPANY, 12541 E. McNichols, Detroit 5, Mich.

BOTHERED WITH handling problems on refrigerators and freezers? Better contact us for details on our new (1955 model) Dual Truck. Dept. R, ROLL-OR-KARI COMPANY, Zumbrota, Minn.

means for circulating the coolant in both of said jackets, said means including a circulating pump and a heat dissipating coil associated with the floor of a refrigerated chamber; housing means for containing a liquid sealing medium in confined contact with the driven end of the compressor shaft; and means connected with the compressor outlet for maintaining compressor outlet pressure on the said sealing medium.

(To Be Continued)

New Orleans Firm Chartered

NEW ORLEANS—Charter of incorporation has been granted General Heating & Air-Conditioning Co., Inc., air conditioning and heating, 959 S. Clark St., listing capital stock of \$100,000.

Refrigeration Problems and their solution by Paul Reed

For Service and Installation Engineers



Paul Reed

A Plant for Freezing And Storing Foods (1)

It is given to but few men to see, in their own lifetimes, the growth of great industries based on their discoveries. Edison saw the establishment and rapid growth of the electrical industry, largely as a result of his inventions; and Clarence Birdseye is now seeing the rapid development and world-wide expansion of the frozen food industry that have come about largely as a result of his discoveries in Labrador and his subsequent development of processes for "quick-freezing" meats, seafoods, fruits, and vegetables.

These reflections are emphasized by a letter recently received from a reader in a distant country. Perhaps our readers here at home and in other countries will find it as interesting as we did. The following is a digest of the letter:

FIRST PLANT OF ITS KIND

"You will perhaps be interested to learn that the first plant to pro-

cess and sell frozen foods in this country may soon be erected in this city. The prospect, who is pioneering the plant, has commissioned us to guide him in the selection, engineering, and installation of the proper equipment to be obtained from suppliers in the United States. This plant will probably become the model for other installations in the future when the frozen food industry begins to grow here as it has in many other countries, and this should mean more business for United States equipment.

"Attached is a memorandum of specifications and data on this plant, which we are also sending to suppliers for their recommendations and quotations. Included also are certain questions on which we would appreciate receiving your opinion and advice."

THE MEMORANDUM

The following is a condensation of the specifications, data, and questions in the memorandum, giving only the main highlights for the convenience of our readers.

Climatic data. Temperature: dry bulb, maximum 95° F. during five to six summer months; wet bulb, 83° to 85° F. Relative humidity ranges between 75% and 95%. The maximum is reached during the rainy season (June to August) when it is often up to 95%.

Capacity and temperatures. The plant is to quick-freeze fish, meat, poultry, fruits, and vegetables. It is proposed to have two freezers: one for fish and meat, and one for fruits and vegetables. Each freezer is to have sufficient capacity to freeze 1 1/2 tons of the above foods per 24 hours. Freezing is to be done at -25° F.

After freezing, the foods are to be stored in four rooms of equal size—namely 20 ft. by 15 ft. by 12 ft. high. These rooms are to be maintained at -10° F.

One room is for long-time storage of fish, poultry, meat, and game; one room for long-time storage of fruits, berries, and vegetables; one room for miscellaneous; and one room for short storage for daily sale and delivery.

Insulation. We propose to use 8 in. of cork in the walls, floor, and ceiling of the four storage rooms. Do you recommend more or less than 8 in. of cork? Do you recommend any other insulation besides cork, such as glasswool, and if so, how thick?

Refrigerant. Ammonia has been more often used in the past in this country for low-temperature work; and our customer is inclined toward ammonia for this reason and because of the low cost of the original and replacement charges, in comparison with the "Freons."

Despite the higher cost, we are inclined toward "Freon-22," especially because of the low temperature required for the freezing rooms. Please advise whether you recommend ammonia, "Freon-12," or "Freon-22."

Compressors. We propose to equip each of the four storage

rooms with its own separate compressor rather than to have one central system. An extended breakdown of the central system could result in the loss of the entire stock of frozen food; whereas, stock could be shifted if there were a breakdown of the compressor for only one room. What do you recommend?

Single stage or two stage. Do you recommend two staging on the freezer rooms?

Condensers. There is a supply of soft water available at temperatures from 75° to 80° F. Do you recommend a cooling tower and shell and tube condensers, or one or more evaporative condensers?

Evaporators for Storage Rooms. We are undecided as to whether to use blower coils, or plate coils with a eutectic medium to give hold-over, arranged to form shelves in the storage rooms. We expect that the first coat of plate coils with hold-over would be much greater, but would there be compensating operating economy in their use over the blower coils?

Evaporators for Freezer Rooms. As we understand it, with the Birdseye type of contact freezer the foods to be processed are clamped between cold plates. Do you recommend this or the blast freezer type?

Defrosting. For about three months of the year, the relative humidity is often 95%, so heavy frosting of low temperature evaporators is a serious problem. What type of defrosting system do you recommend; and should it be automatic or manual?

Oil Separators. Do you consider that oil separators should be used; and would it be more necessary that they be installed if we use "Freon-22" rather than "Freon-12"?

Controls. What type of controls should be used: thermostats or pressure controls, and should we use humidists to control the humidity?

We realize that we are asking for a great deal of information; but as this is our first installation of this type, and since it will probably be used as a model for future frozen food plants in this country, we will very much appreciate your opinions and recommendations.

REPLY IN NEXT INSTALMENT

Our reply, edited somewhat to meet the needs of general publication, will be given in next week's issue.

(To Be Continued)

Maddock Heads Decatur Works for Worthington

HARRISON, N. J.—Edward R. Maddock has been appointed works manager of Worthington Corp.'s Decatur, Ala. works, it was announced recently by L. C. Ricketts, vice president in charge of manufacturing.

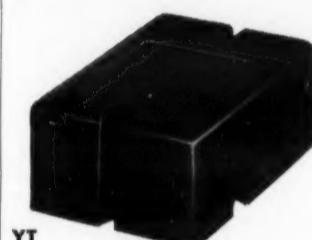
The company's Decatur plant, which started operations this year, is the first major air conditioning manufacturing plant located in the south.

Maddock is an alumnus of Worcester (Mass.) Polytechnic Institute where he obtained a B.S. degree in Electrical Engineering in 1935. Before joining Worthington as a test engineer in 1936, he was associated a year with New York Power & Light Co. Maddock has advanced successively in the Worthington organization, having been appointed manager of research and development in 1948, and in 1952 he was made manager of maintenance.

In 1953 he became product manager of condensers, heaters, and ejectors.

Maddock succeeds George P. Passmore, who resumes his duties as assistant to the vice president in charge of manufacturing after his temporary assignment at Decatur works. The works was established under the management of B. R. McBath who was appointed General European manager last March.

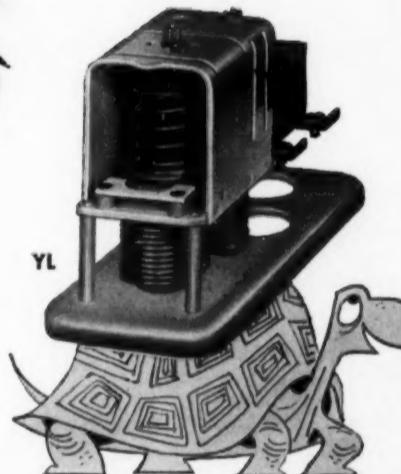
Frigidaire Controls...



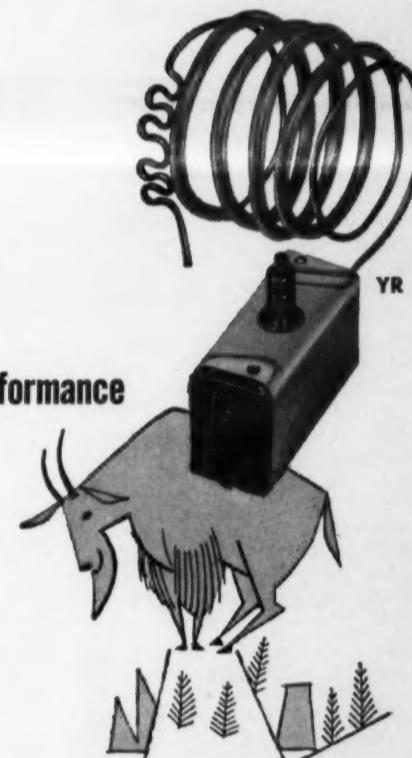
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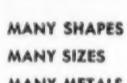


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FRIGIDAIRE IMPERIAL automatic washer which has 22-minute wash, rinse, and spin dry cycle. It is available in Sherwood green or Stratford yellow finish as well as white.



FRIGIDAIRE IMPERIAL electric clothes dryer is equipped with "Filtrator" that is said to remove excess moisture and lint from dryer air before it is discharged into the room. It is also available in Sherwood green or Stratford yellow.

Frigidaire Adds--

(Concluded from Page 1, Col. 2)

Frigidaire now is offering new budget-priced Deluxe washers and dryers in addition to completely new top-line Imperial equipment. The Deluxe washer has a suggested retail price of \$229.95. Suggested cash retail prices of the Imperial dryer and washer are \$259.95 and \$299.95, respectively.

Top Imperial washers and dryers are being mass-produced with full-color exteriors in Stratford yellow or Sherwood green, as well as conventional white. Lehman pointed out that these new pastels match the company's refrigerators, ranges, and food freezer models.

The new color styling is ideal for use in new kitchen-laundry combinations which are gaining in popularity across the country, especially in new homes of modern design, he said.

"Porcelain-finish, important in assuring long-life to any product subjected to moisture, is one of the outstanding features of Frigidaire's new home laundry equipment," it was stated.

"Both the top-line Imperial washer and dryer are finished in porcelain, inside and out. This same porcelain finish is used on the tub and lid of the budget-priced Deluxe washer, and on the drum of the companion dryer.

"Frigidaire's new washers feature 'Live-Water' washing action as provided by a rubber-finned pulsator. A complete automatic cycle for a normal load of average soiled clothes, including washing, float-over rinsing, and spin drying, is accomplished by the Imperial washer in about 22 minutes, and the Deluxe washer in about 26 minutes. Even less time is required

for rayons, wools, nylons, and other miracle fabrics.

"Controls are fully flexible, and any phase of the cycle can be shortened, lengthened, repeated, or skipped as the homemaker desires. The new models are equipped with water temperature controls, safety devices, and adjustable leveling glides. Both are top-loading. Wash water can be reused."

The Deluxe washer has a new self-oiling, "Pulsa-matic" mechanism which provides power for washing and spinning clothes damp dry. A single control, the "Select-O-Dial," provides automatic operation. This dial also controls a simplified wash water valve which provides water at the proper temperature for washing and rinsing. The Deluxe washer also features distinctive, slanted back panel styling.

"Many additional features are included in the Imperial washer," the company said. "For example, there is an underwater suds distributor. A separate wash water control permits the homemaker to select the water temperature for washing even the most delicate fabrics.

"This model is equipped with a powerful direct-drive 'Unimatic' mechanism which provides an extra high-speed spin drying operation. The tub revolves 1,140 r.p.m., providing highest water extraction."

Both the new Deluxe and Imperial electric dryer models are styled to match companion washers. Both are front loading with 180° opening doors and adjustable leveling glides.

The Deluxe dryer features a large full-depth lint drawer. An automatic electric timer controls the drying operation. A safety switch turns off the dryer when the door opens, and back on again when the door is closed. Another outstanding feature is a special baffle which makes venting possible from front, side, or rear.

The Imperial dryer "requires no expensive venting or plumbing because it is equipped with a 'Filtrator' that removes excess moisture and lint from discharged air," Frigidaire stated.

"A variable heat control permits the homemaker to select the correct drying time for any type of fabric. A push-pull 'Dry-O-Matic' timer controls the drying operation. This model also is equipped with two sealed 'Radiantube' units, automatic interior light, and 'Ozone' lamp."

Frigidaire is continuing to market an electric ironer with foot controls.

Jones Named To Head Nelson's Dallas Office

DALLAS—Fred F. Jones has been appointed Dallas manager of N. O. Nelson Co., plumbing, heating, and air conditioning wholesaler. Jones, formerly manager of the firm's Wichita Falls office, succeeds Henry J. Kirby, who recently resigned.

Union Asbestos Sells Paterson, N. J. Plant

CHICAGO—Sale of Union Asbestos & Rubber Co.'s 110,000-sq. ft. Paterson, N. J. plant was announced recently by Edwin E. Hokin, president.

Hokin explained that the plant was no longer needed due to the consolidation of a major portion of the company's fibrous products manufacturing activities at Bloomington, Ill. He said the sale marks the completion of Unarco's program to streamline the Fibrous Products Div.

To Discuss Sales Drives At Kathabar Meeting

TOLEDO—A national sales meeting of sales representatives and agents for Kathabar Div. of Surface Combustion Corp. will be held in St. Paul and Chicago on Sept. 26-28, according to F. M. Johnson, sales manager.

Special sales and promotional campaigns directed to the brewing and candy industries and municipal water works will be presented at this meeting. Also included will be actual visitations to Kathabar installations at Theo. Hamm Brewing Co. in St. Paul, Mars, Inc., E. J. Brach & Sons, and the South District Filtration Plant in Chicago.



R. C. CONNELL

Connell, Rice --

(Concluded from Page 1, Col. 2)

Connell's active sales career began in 1927 when he joined Eureka Vacuum Cleaner Co. Starting as a salesman, he rose to regional manager in 1938. He was associated with Duquesne Light Co., Pittsburgh, from 1938 to 1939, and was general sales manager of Ludwig Hommell Co., from 1939 to 1948.

Rice re-joined Norge in August, 1954, as director of manufacturing after an 11-year absence. He was an executive in Norge manufacturing from 1927 to 1943.

Previous to re-joining Norge, Rice spent a year as vice president in charge of manufacturing of Ronson Art Metal Works, Newark, N. J. From 1943 to 1953 he was vice president and director of manufacturing of Bendix.

REWA Program--

(Concluded from Page 1, Col. 3) luncheon will be followed by a member participation program entitled "100 Questions." The balance of the afternoon will be devoted to workshop sessions selected by REWA members.

On Thursday evening, the wholesalers, their wives, and guests, will be the guests of manufacturing suppliers at a reception from 6 to 8 p.m.

A joint meeting of wholesalers and manufacturers is planned for Friday beginning at 9 a.m. A movie, "It's Everybody's Business" will be presented.

At noon, Dr. Kenneth McFarland educational consultant for the American Trucking Associations, Inc. will be the luncheon speaker. His address will be followed by the "world premier" of "Bumblebee," a production centered around wholesale distribution.

An officers' reception for all wholesalers, guests, and manufacturing suppliers and the annual banquet — without speeches — will conclude the annual meeting.

The convention committee is headed by J. M. Cavataio and includes H. F. Brockgreitens, O. A. Friemel, S. N. Mohler, Jr., and R. H. Spangler.

A series of product section meetings will be held by the Air-Conditioning and Refrigeration Institute on Thursday, Oct. 21.

Salesmanship and Tubemanship

IN BUSINESS, as in boxing, one of the most useful weapons is still a good "one-two combination."

A combination, for example, like Salesmanship and Tubemanship.

Your customers are ultra-modern and take such things as jet power, atom power and supersonic speed right in their stride. But when it comes to such values as "top-quality" in the things they buy, they're just as old fashioned as their ancestors. That's as it should be! Because the same insistence on quality, by the customer, has made American industry "go all out" in its efforts to please. It is one of the reasons the products of this nation are so good and our standard of living so high.

But in order to convince your customers that the things you sell are good—you and your salesmen—must know your products. That's where Tubemanship teams up with Salesmanship.

Tubemanship, you see, is a Wolverine word. It

stands for quality, years of experience, fine equipment, research and imagination plus the pride good men take in work well done.

So when a customer asks about copper tube, be sure to recommend Wolverine. Because of Wolverine's Tubemanship you're well armed with strong sales points to use in your sales efforts.

Tell him, for example, about Wolverine's quality control program. How every foot of Wolverine copper tube must meet rigid inspection specifications. Tell him, too, that because of this he's sure—job-after-job—of getting tubing that is always consistent, easy to bend, in the shop, or on the job. Tell him, too, about the painstaking care that Wolverine takes in making sure that its copper tube is always dry—always clean.

And while you're telling him these things rest assured that we, too, have a message for him. In full page advertisements, direct mail pieces, on our cartons, at trade shows and conventions we're telling your customers to BUY FROM YOUR WHOLESALER. We've said it more than 8,000,000 times so far! WOLVERINE TUBE, Division of Calumet & Hecla, Inc., 1413 Central Avenue, Detroit 9, Michigan.



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